



MARVEL® COMICS GROUP

A  
60¢  
VALUE

THE ADVENTURES OF

# Kool-Aid Man™

OH,  
YEAHHH!

AS HE  
BATTLES  
THE  
THIRSTIES  
IN  
OUTER  
SPACE  
AND ON THE  
BASEBALL  
FIELD







BUILD YOUR VERY OWN  
**Kool-Aid® Drink Stand**  
SOFT DRINK MIX BRAND  
 AND GET A **FREE T-SHIRT!**

JUST SEND US A PHOTOGRAPH OF  
 YOUR KOOL-AID® DRINK STAND, PLUS 20  
 PROOF-OF-PURCHASE POINTS, AND WE'LL  
 SEND YOU A KOOL-AID MAN™ T-SHIRT  
 WORTH \$4.00.

#### MAIL-IN CERTIFICATE

**Kid's T-Shirt Offer:** Send this certificate with your  
 name, address and zip code with a photograph  
 of your Kool-Aid® Drink Stand and 20  
 Kool-Aid® proof-of-purchase points to:

KOOL-AID MAN™ T-Shirt Offer  
 General Foods Corporation  
 3 Stuart Drive, P.O. Box 6228  
 Kankakee, IL 60902



Name \_\_\_\_\_ (please print)

Address \_\_\_\_\_

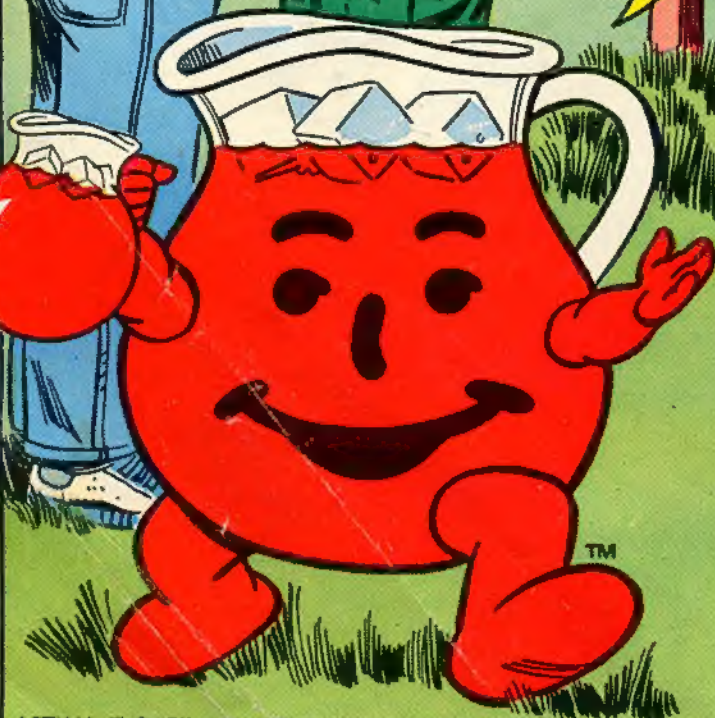
City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Please circle your T-Shirt size: Small Medium Large

Offer void where prohibited, taxed or otherwise restricted. Allow 6-8  
 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and  
 U.S. Government installations. Certificate may not be transferred, ex-  
 changed or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This  
 certificate must accompany your request.



ACTUAL T-SHIRT MAY DIFFER FROM THAT SHOWN.





# Kool-Aid Man

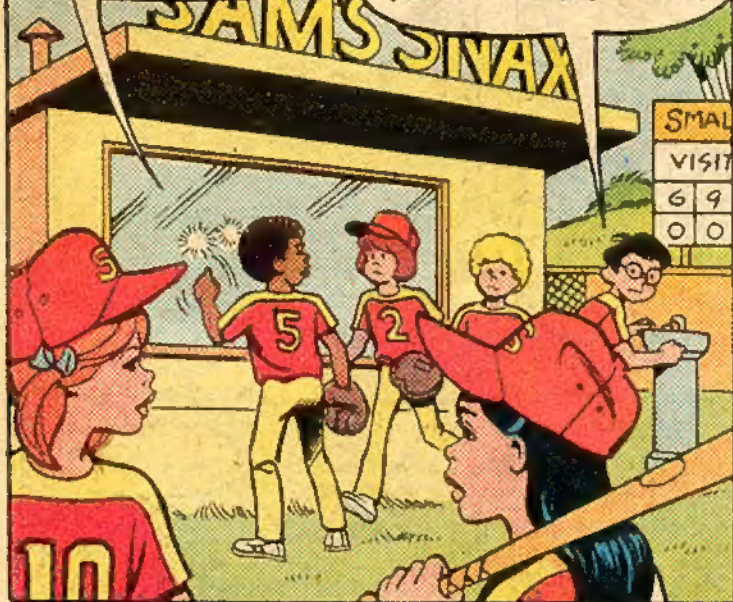


## THE THIRSTIES STRIKE OUT!

**A**FTER A LONG, HARD SOFTBALL GAME ON A VERY HOT DAY, THE **SMALLTOWN SLUGGERS** ARE READY TO COOL OFF...

OH, NO! SAM'S SNACK BAR IS **CLOSED!**

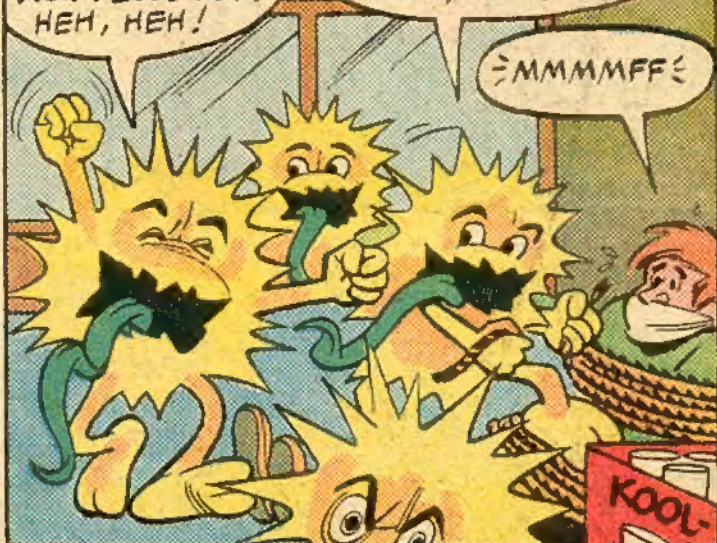
AND THE WATER FOUNTAIN **ISN'T WORKING!**



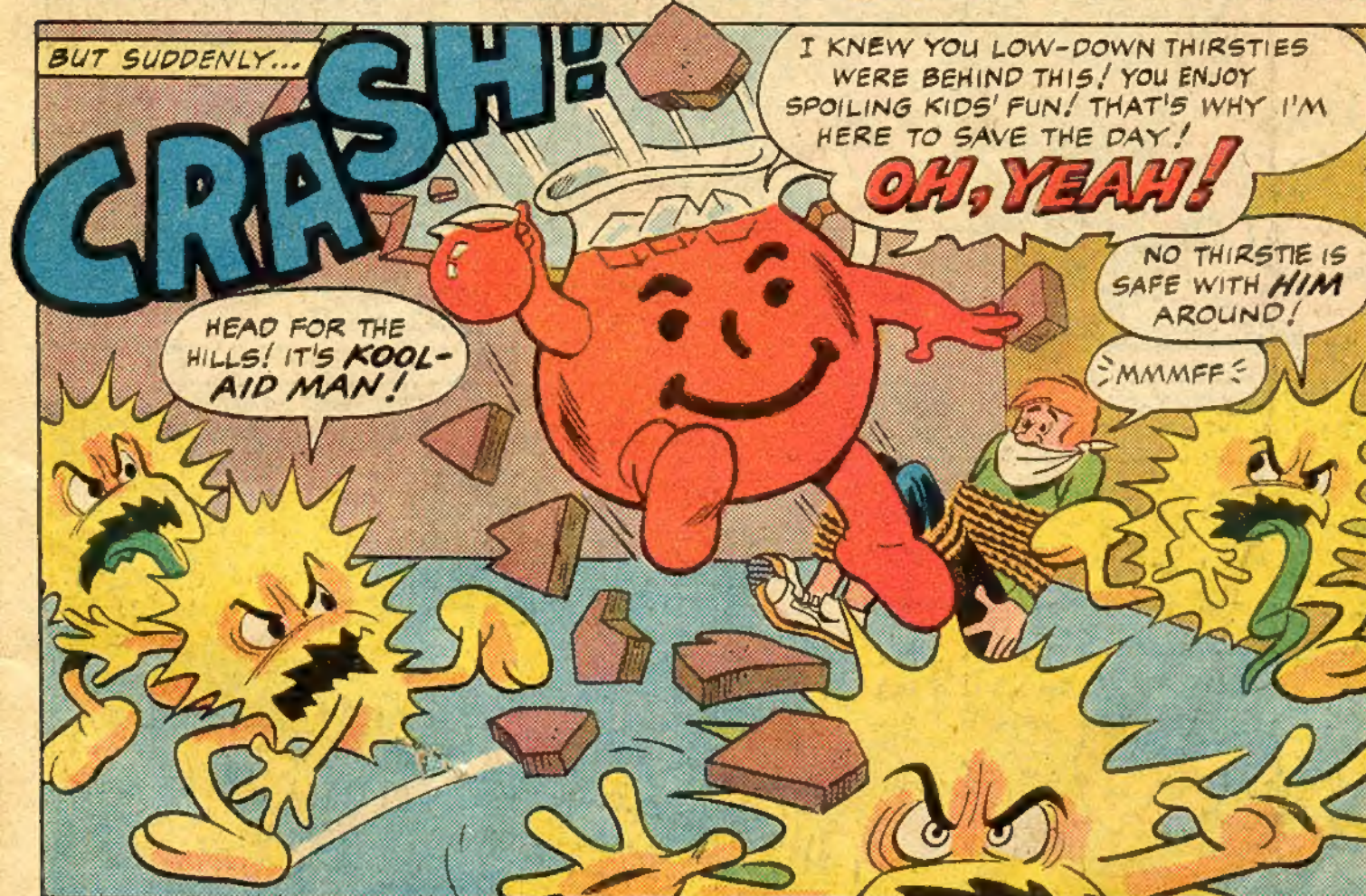
INSIDE SAM'S SNACK BAR...

WE **THIRSTIES** HAVE DONE IT AGAIN! THANKS TO US, THE **SMALLTOWN SLUGGERS** FEEL TOTALLY **ROTTEN!** HEH, HEH, HEH!

YEAH, I "FIXED" THAT WATER FOUNTAIN SO IT'LL NEVER WORK AGAIN! AND SAM IS TOO **TIED-UP** RIGHT NOW TO RUN HIS SNACK BAR! HEH, HEH, HEH!



BUT SUDDENLY...





HEY, WHERE DO YOU GUYS THINK YOU'RE GOING?

HOME?

WOULD YOU BELIEVE WE'RE LATE FOR OUR **VIOLIN LESSON?**

MMM MMM  
MMME

YOU BOYS BETTER CHANGE YOUR **TUNE!** YOU'VE ALREADY **FIDDLER AROUND** ENOUGH TODAY!

**SOON...** UNLESS THERE'S SOMETHING WRONG WITH MY **GLASSES**, IT LOOKS LIKE **SAM'S IS OPEN** AGAIN!

THANKS TO **KOOL-AID MAN!**

WOW!

RIGHT ON!

KOOL-AID MAN, I'D LIKE YOU TO MEET MY **FRIENDS...**

...SIGMUND SMART...

...CYNTHIA CRYSTAL...

...MICKEY RICHARDSON...

...AND GLORIA GREENE!

I'M THE **BRAINS** ON THIS TEAM!

I CAN'T WAIT TO TELL MY FRIENDS THAT **I** MET KOOL-AID MAN IN PERSON!

I BET YOU'RE AS **STRONG** AS THE **HULK!**

FAR OUT!

IT'S BEEN GREAT MEETING ALL OF YOU! BUT I'VE GOT TO GET BACK TO MY **SECRET HEADQUARTERS** TO CONTINUE MY NEVER-ENDING BATTLE AGAINST THE INSATIABLE **THIRSTIES!**

**HOLD EVERYTHING!** WHY DON'T YOU GUYS COME BACK WITH ME IN MY NEW **COOL COPTER?**

AS LONG AS WE'RE BACK IN TIME FOR DINNER, IT'S A **DEAL!**

**YAY!**

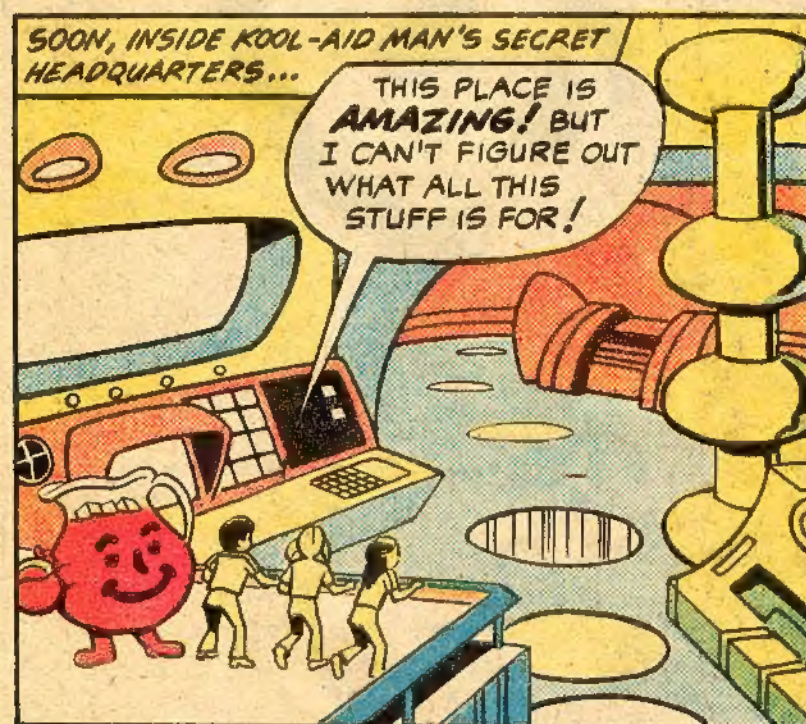
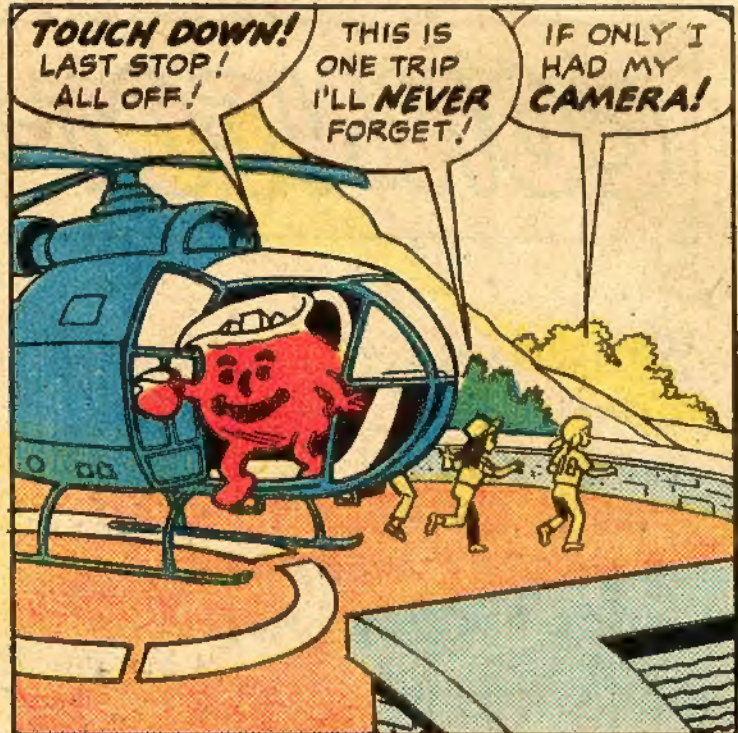
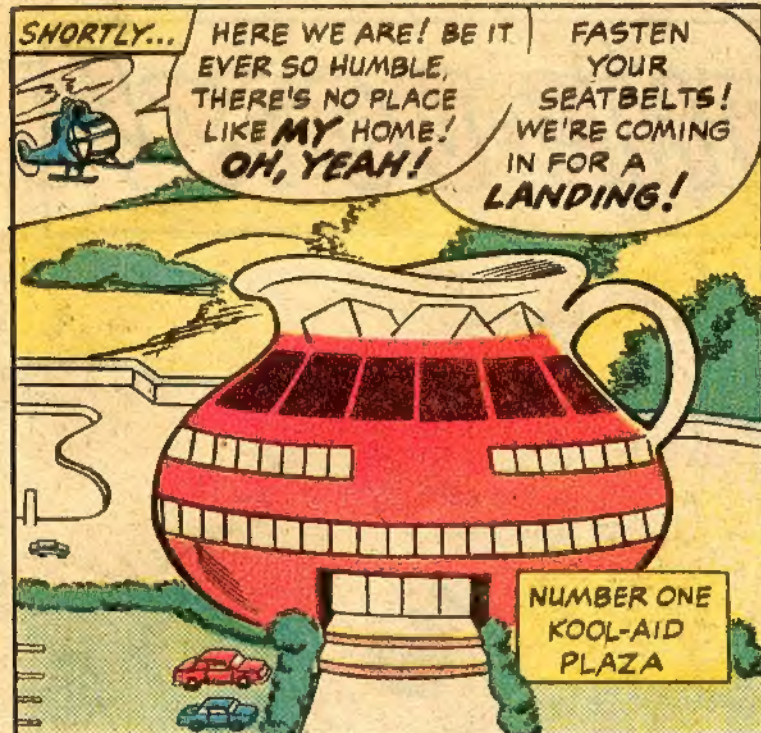
**SOON...**

THAT KOOL-AID MAN SURE IS A **SWELL** GUY! DON'T YOU FELLAS AGREE?

MMMMEFF

MMMMEFF

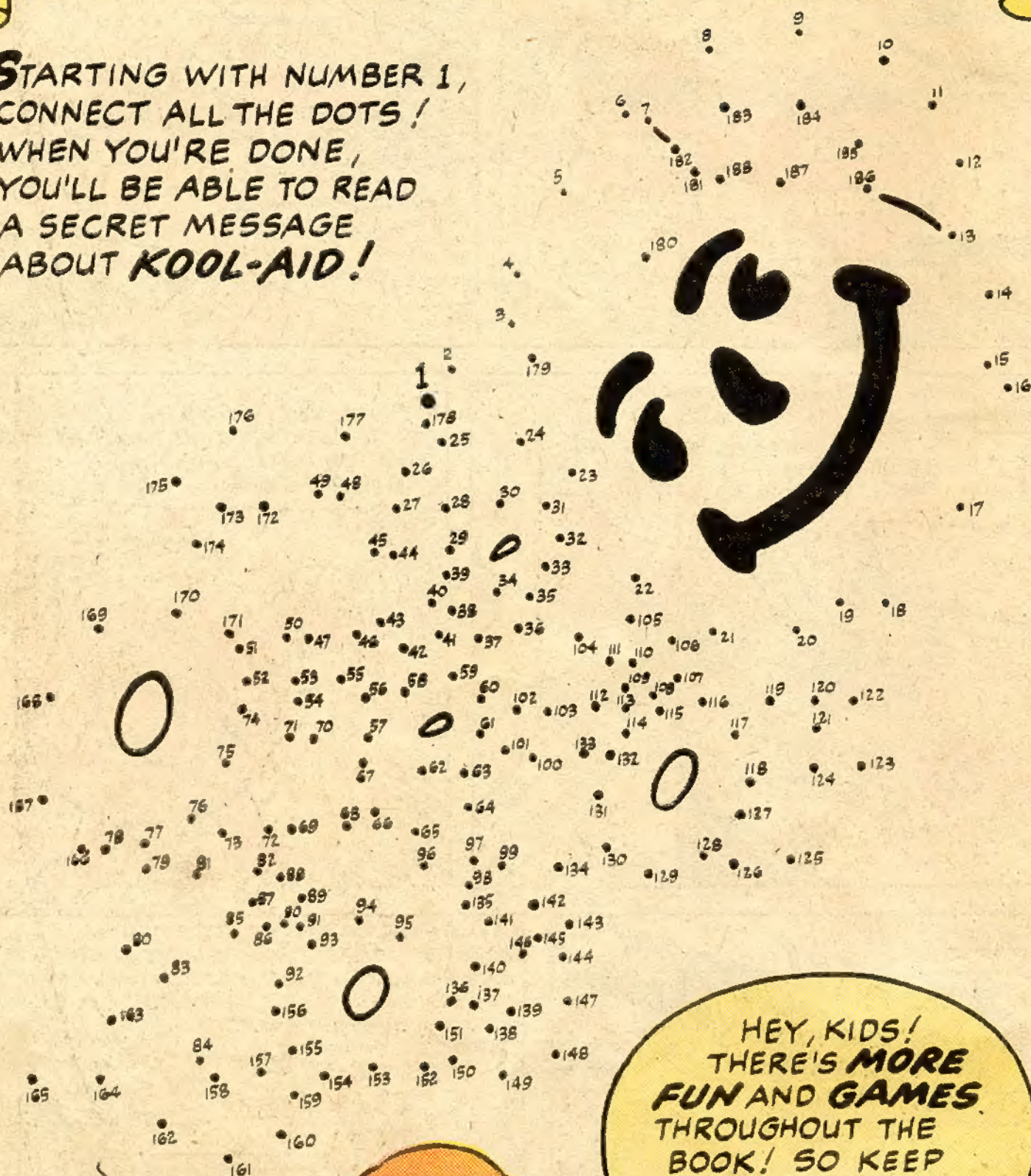






# CONNECT-THE-DOTS!

STARTING WITH NUMBER 1,  
CONNECT ALL THE DOTS!  
WHEN YOU'RE DONE,  
YOU'LL BE ABLE TO READ  
A SECRET MESSAGE  
ABOUT **KOOL-AID!**



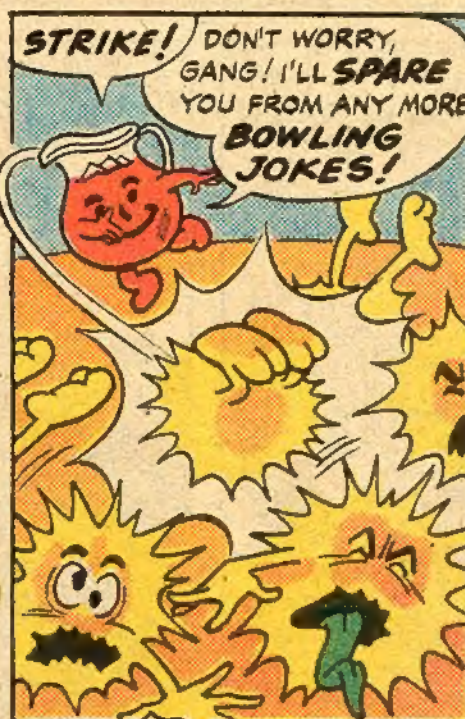
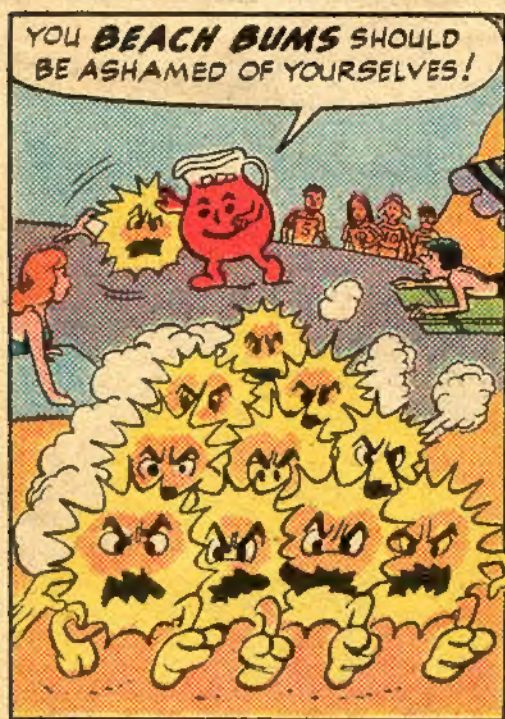
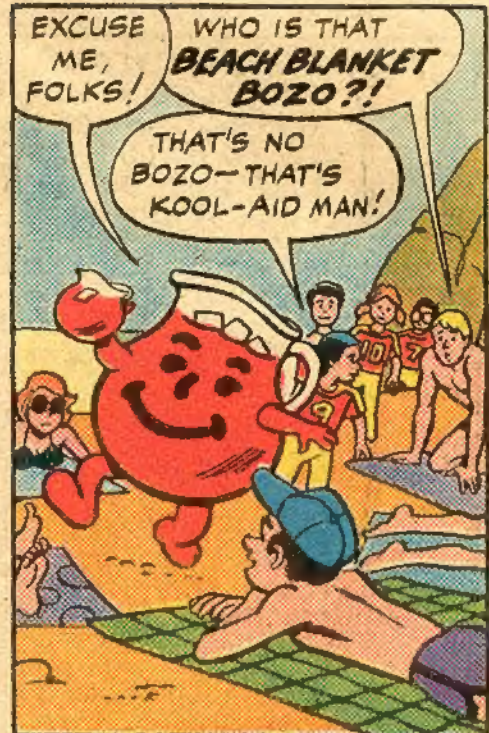
HEY, KIDS!  
THERE'S **MORE**  
**FUN AND GAMES**  
THROUGHOUT THE  
BOOK! SO KEEP  
READING AND  
ENJOY!



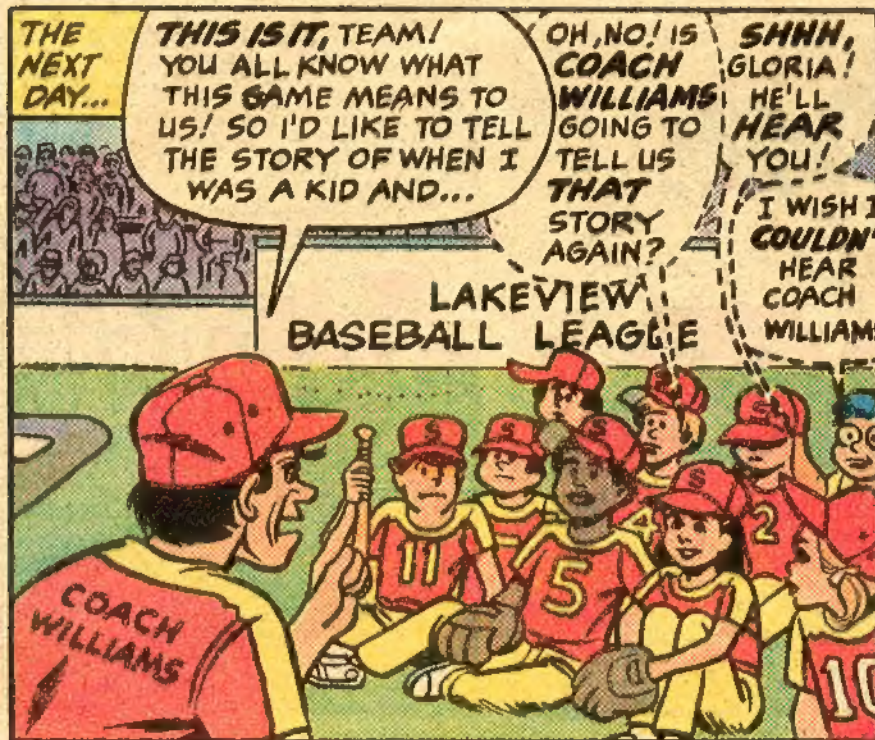
ANSWER ON PAGE 36.



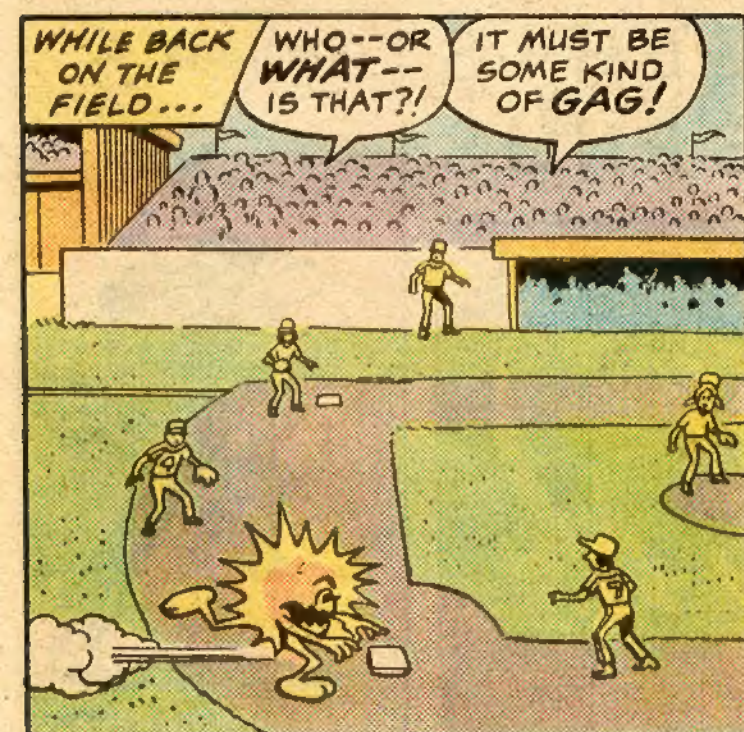
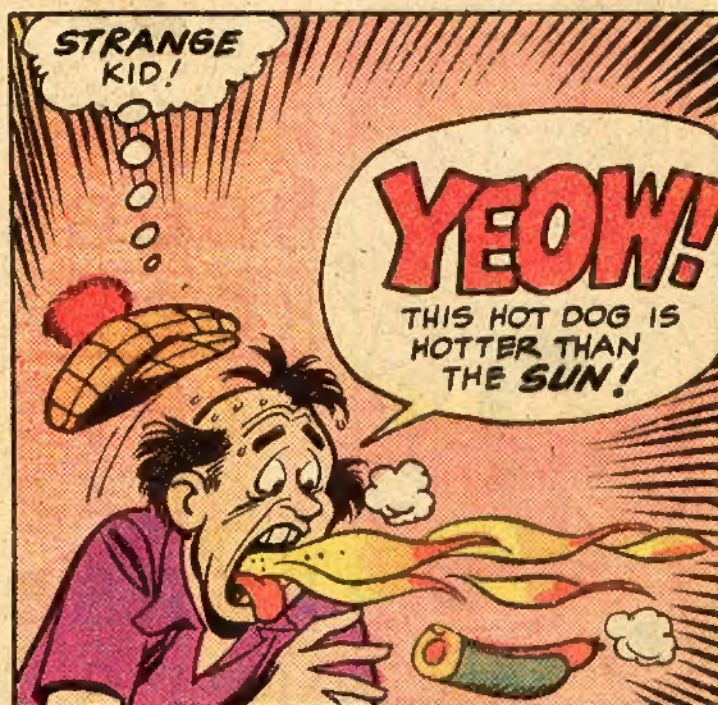
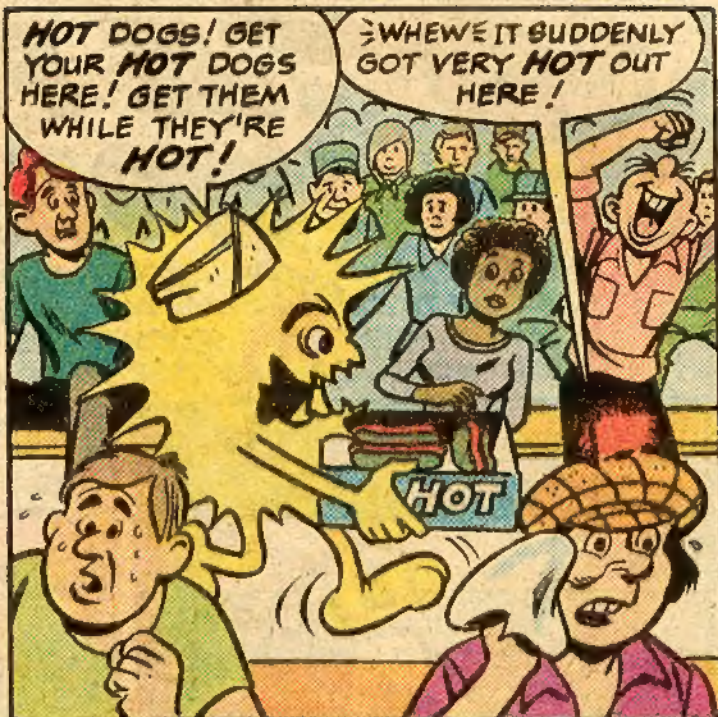
MOMENTS LATER, KOOL-AID MAN'S COOL COPTER IS ZOOMING OVER THE BEACH...









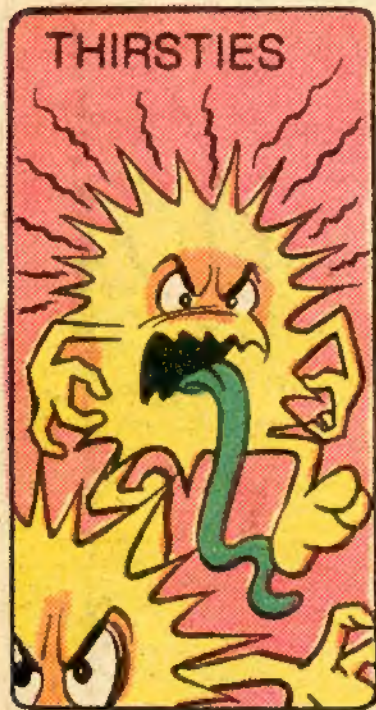
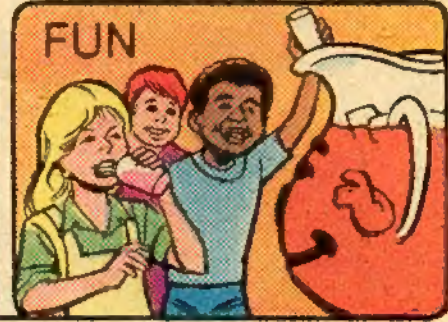
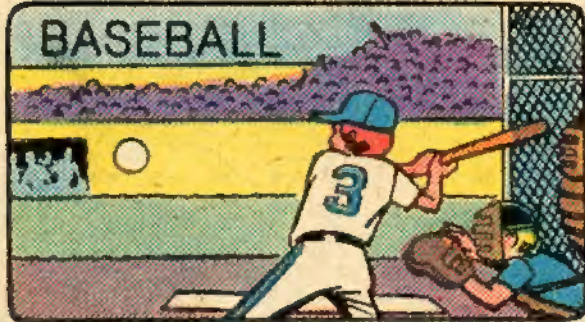




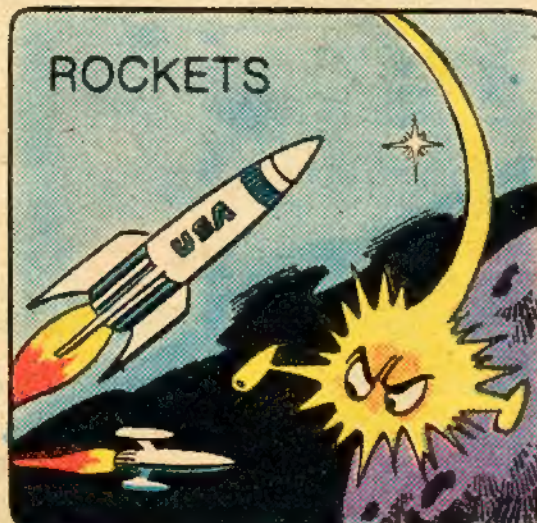
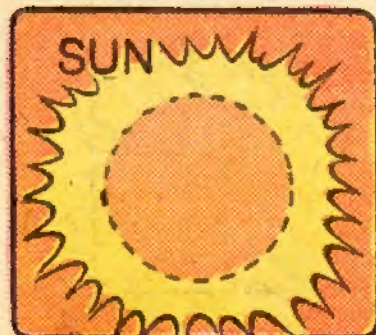
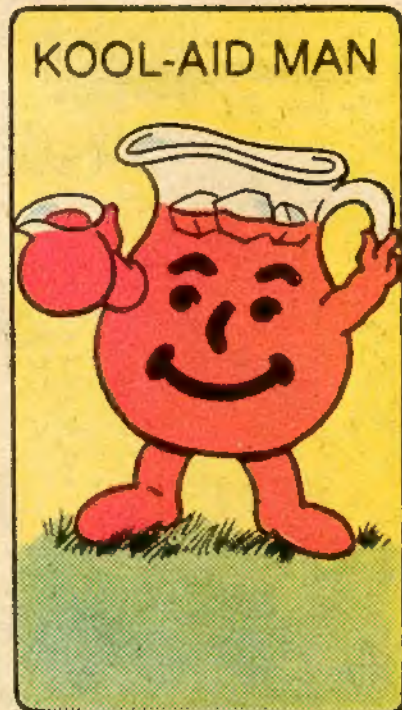


# THE FUN-FILLED WORD HUNT!

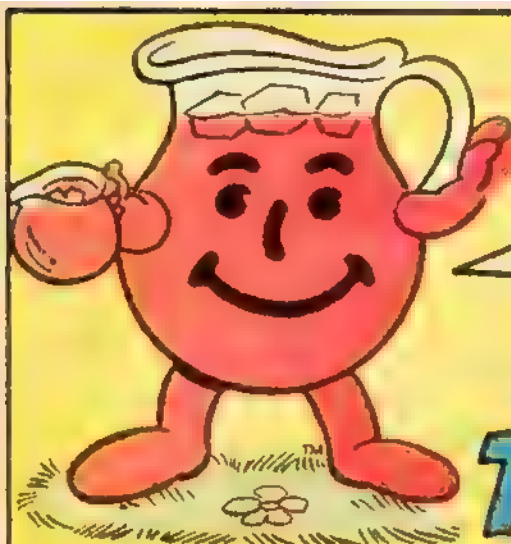
SEE IF YOU CAN FIND ALL THE WORDS ILLUSTRATED BELOW! LOOK FOR THEM ON THE DIAGRAM AND WHEN YOU FIND THEM, CIRCLE THEM. LOOK UP, DOWN, BACKWARDS, FORWARDS AND DIAGONALLY. WE'VE ALREADY FOUND KOOL-AID MAN FOR YOU! (ANSWERS ON PAGE 36.)



EBNPITCHER  
ROCKETSFSY  
NSUGBHKFT  
KOOL-AIDMAN  
FIRLSROUCI  
IODAESODEE  
FFRSBTART  
UNLSAIBOYS  
NYUNLELHIS  
HSSULSFNUS







USE MY SECRET CODE  
TO ANSWER THE RIDDLE BELOW  
AND TO SEND SECRET MESSAGES  
OF YOUR OWN!

# THE SECRET CODE!

A = ●	G = ~ ~ ●	N = ● ( ~	U = ~ ~ ~
B = ● ●	H = ● (	O = ( ~ ●	V = ( ● ●
C = (	I = ● ● (	P = ~ ● (	W = ( ~ ~
D = ((	J = ● ~	Q = ● ((	X = ~ ● ●
E = ~	K = ● ● ~	R = ● ~ ~	Y = ~ ((
F = ~ ~	L = ● ~ ●	S = ● ● ●	Z = ~ ( ●
	M = ● ( ●	T = (((	

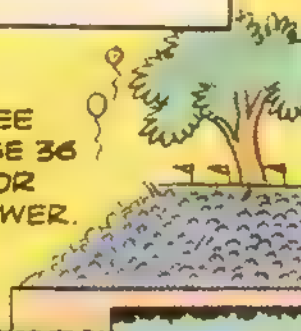


WHAT'S MY FAVORITE  
POSITION IN BASEBALL?

~ ● (	● ● (	(( (	(	● (	~	● ~ ~
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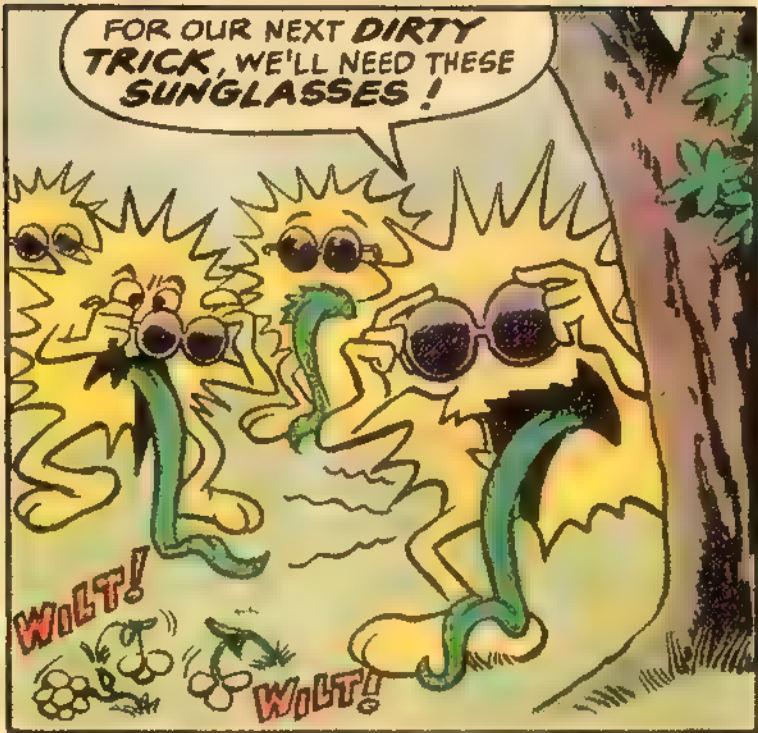
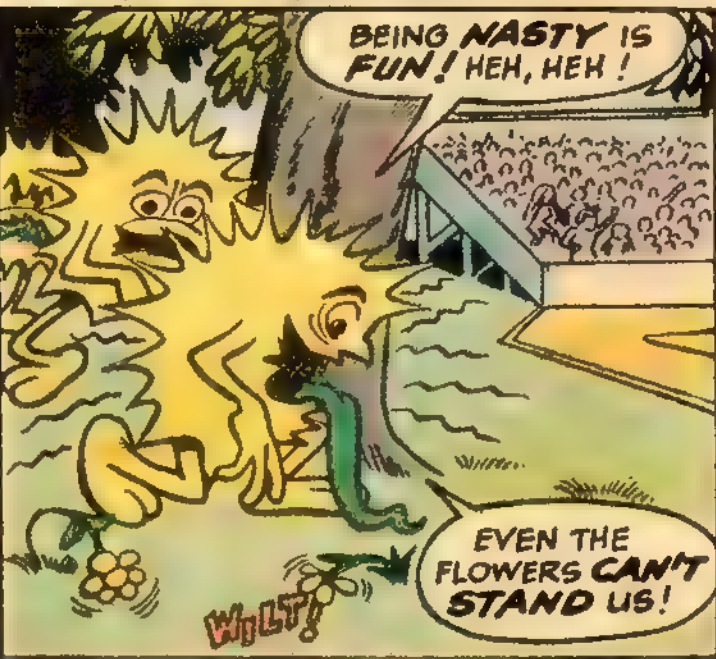
ANSWER

SEE  
PAGE 36  
FOR  
ANSWER.

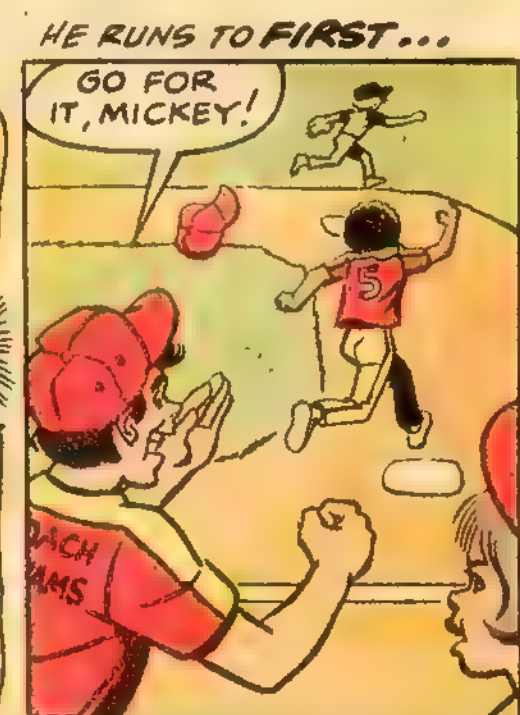
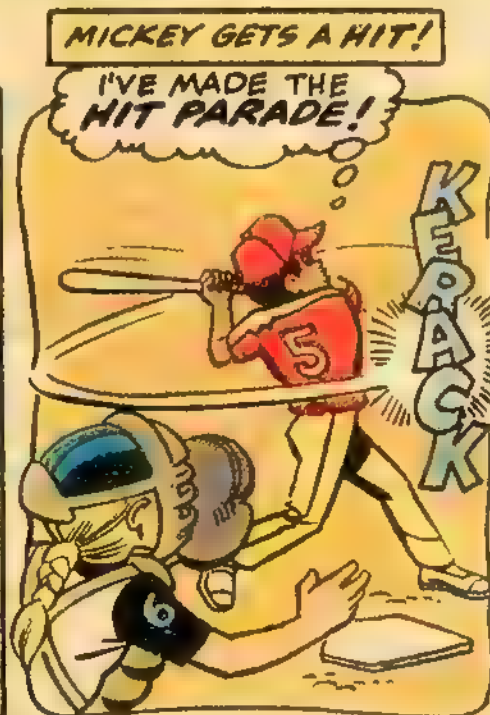
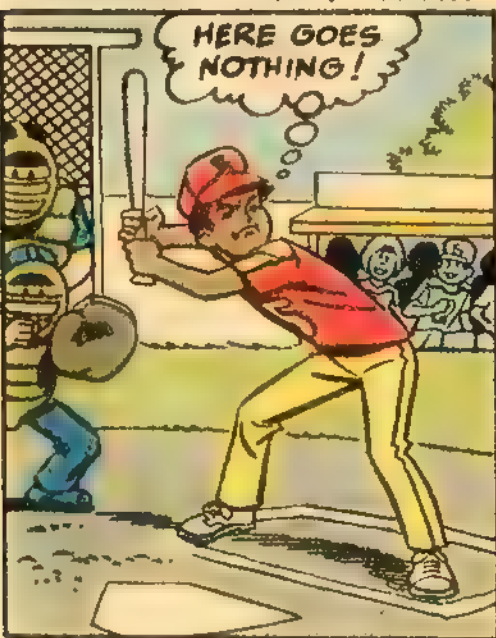




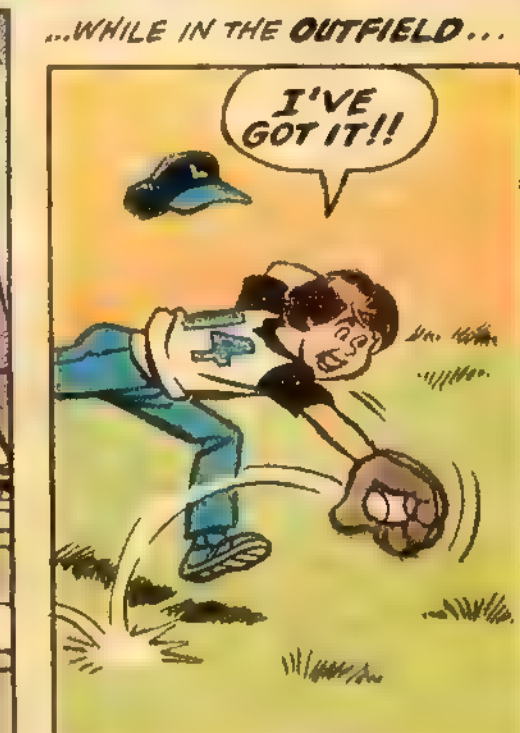
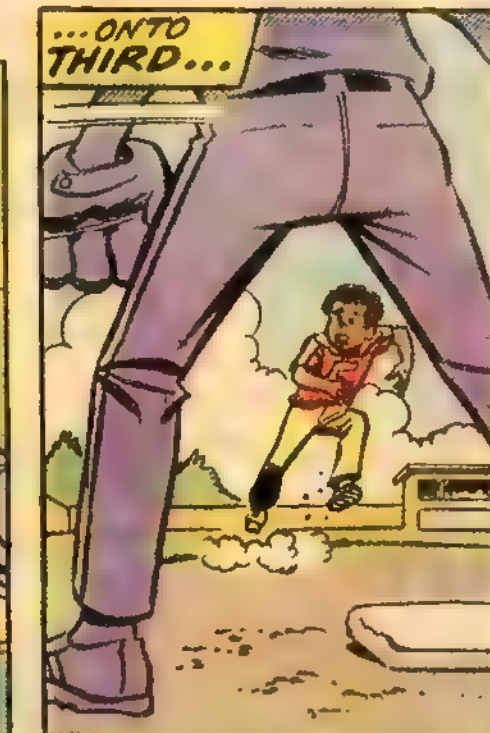
SHORTLY, A NEW SECOND BASE IS PUT IN PLACE AND THE GAME GOES ON...



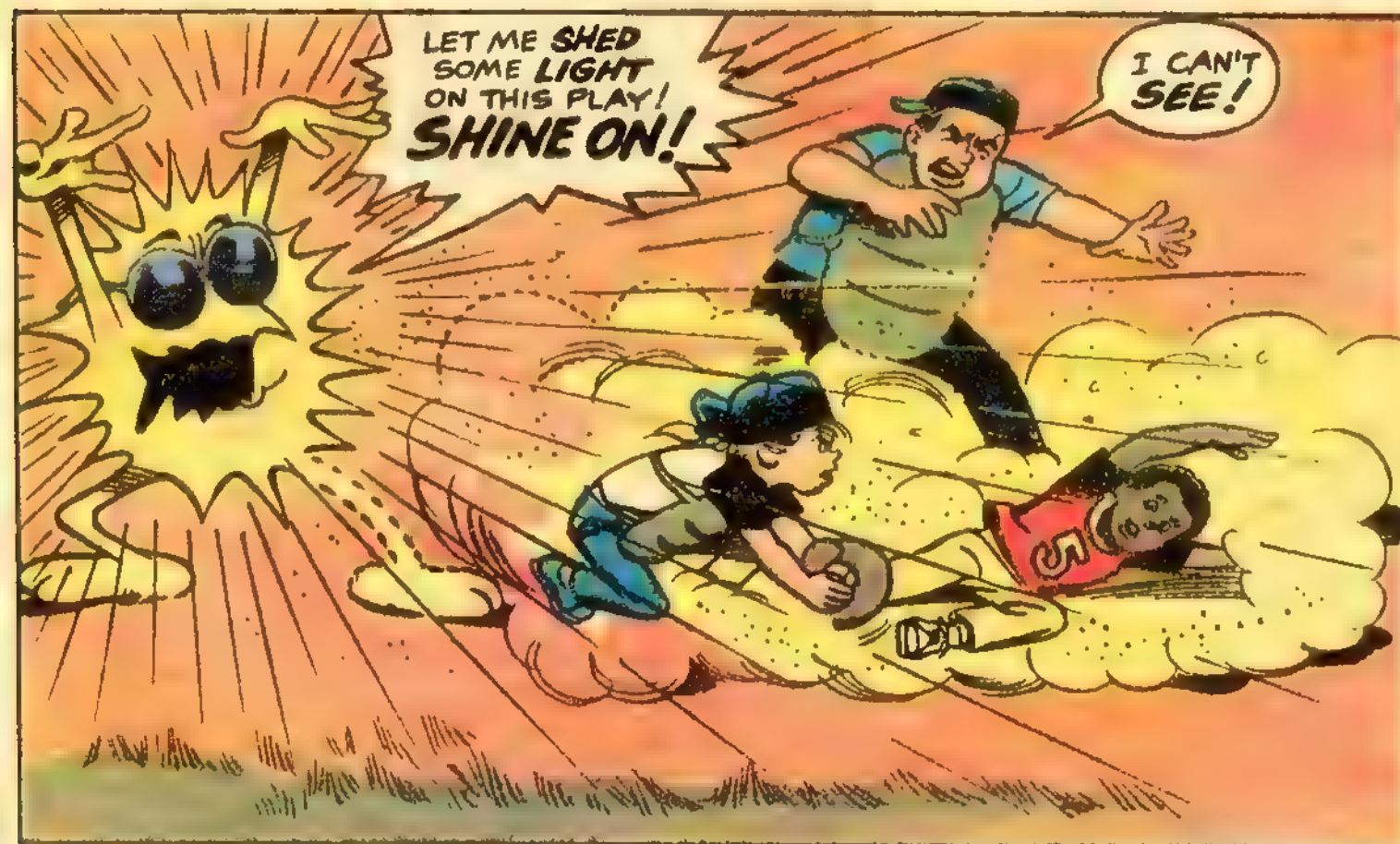
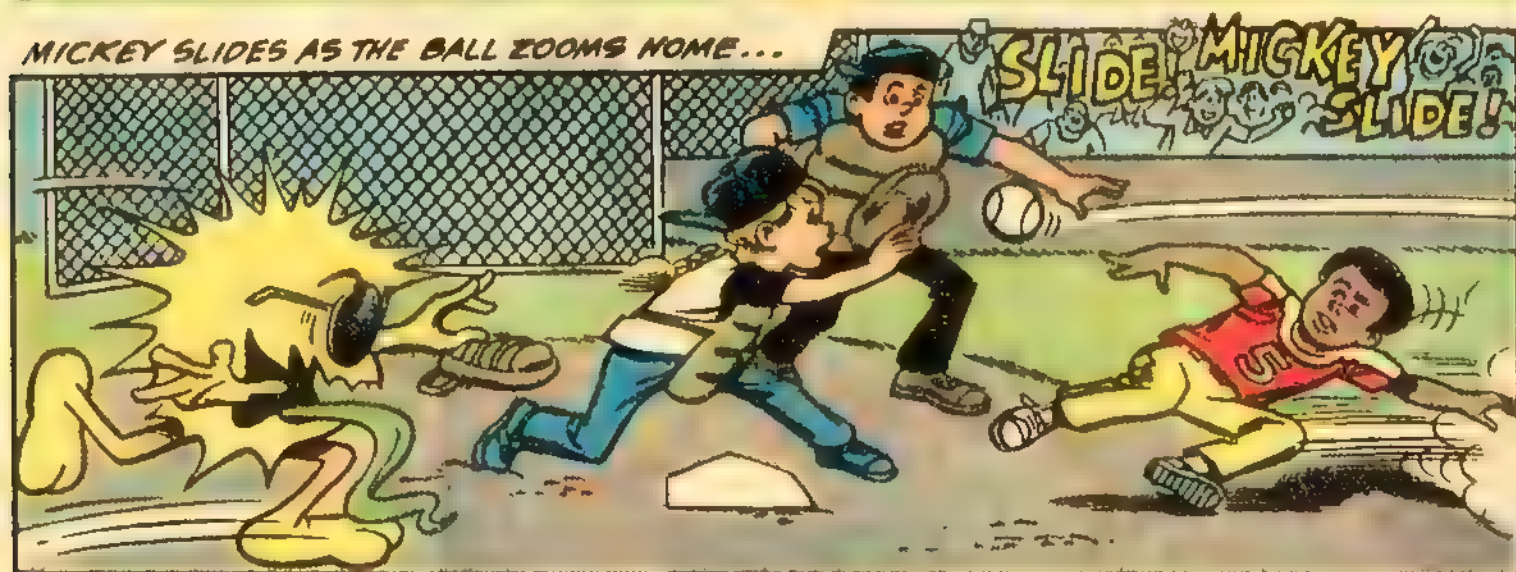
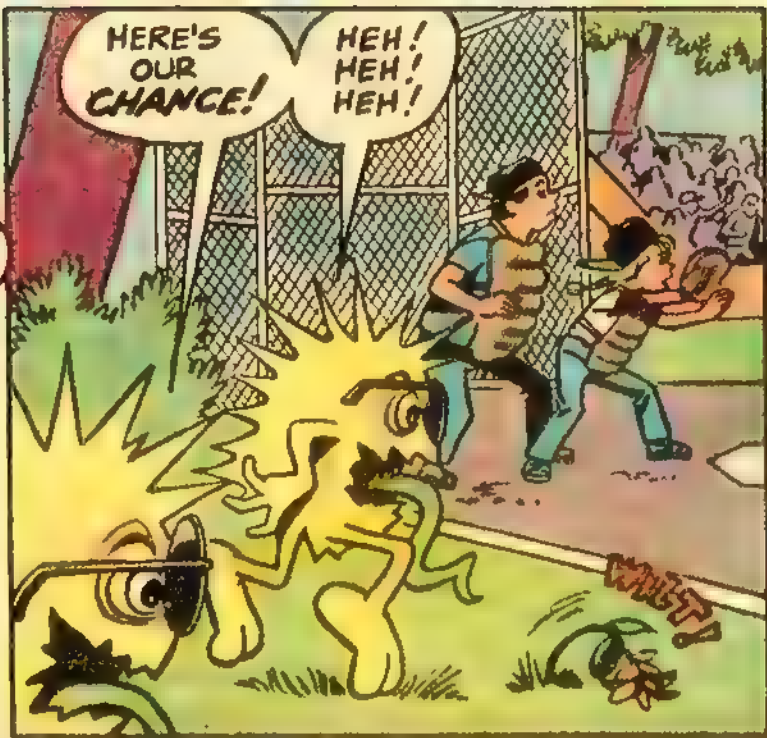
MEANWHILE, IT'S MICKEY RICHARDSON'S TURN AT BAT...



...THEN TO SECOND...









# HOW TO BUILD YOUR OWN KOOL-AID<sup>®</sup> DRINK STAND!

IT'S FUN AND A GREAT WAY TO EARN EXTRA MONEY!

## YOU'LL NEED:

- 1 A FOLDING TABLE.
- 2 AN OLD TABLE CLOTH.
- 3 LOTS OF PAPER CUPS.
- 4 CONSTRUCTION PAPER.
- 5 CRAYONS.
- 6 TAPE.
- 7 AND OF COURSE, A PITCHER (PLASTIC) OF KOOL-AID!

## HOW TO SET UP YOUR STAND:

IF YOUR PARENTS SAY IT'S OKAY, SET THE TABLE UP IN FRONT OF YOUR HOUSE. COVER THE TABLE WITH THE TABLE CLOTH TO KEEP IT CLEAN.

MAKE A SIGN THAT SAYS "KOOL-AID" IN BIG LETTERS. YOU SHOULD ALSO PUT YOUR NAME AND THE PRICE OF A CUP OF KOOL-AID ON YOUR SIGN!

GREG & MELISSA'S KOOL-AID STAND

THEN JUST TAPE THE SIGN TO THE FRONT OF THE TABLE! BRING THE PAPER CUPS AND PITCHER OF KOOL-AID OUT TO YOUR STAND AND NOW YOU'RE

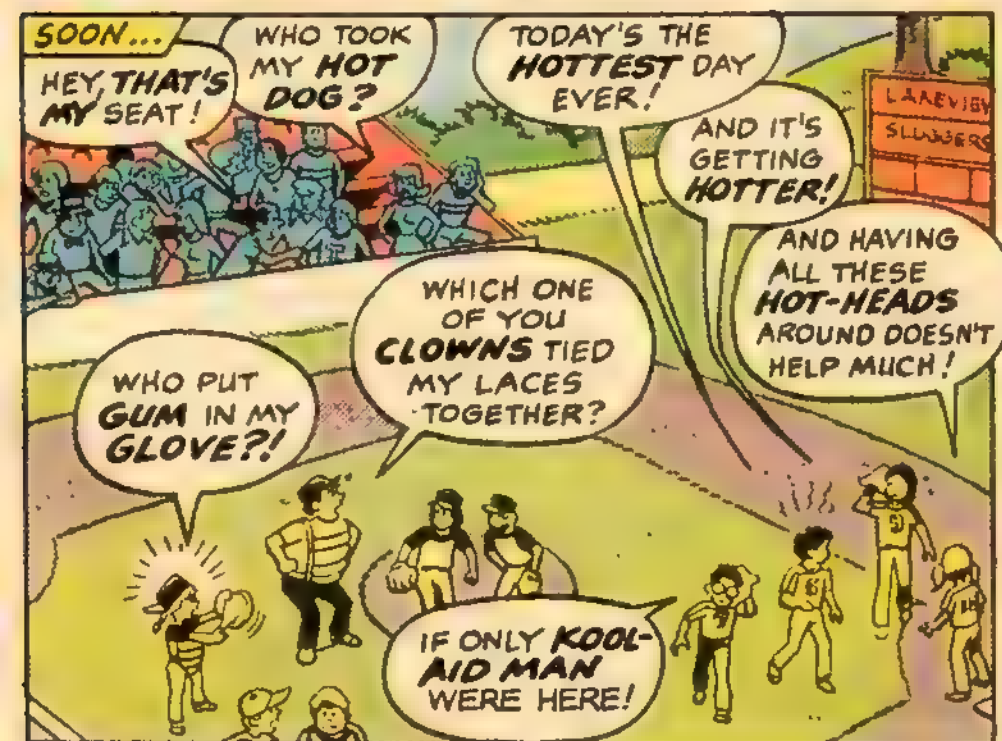
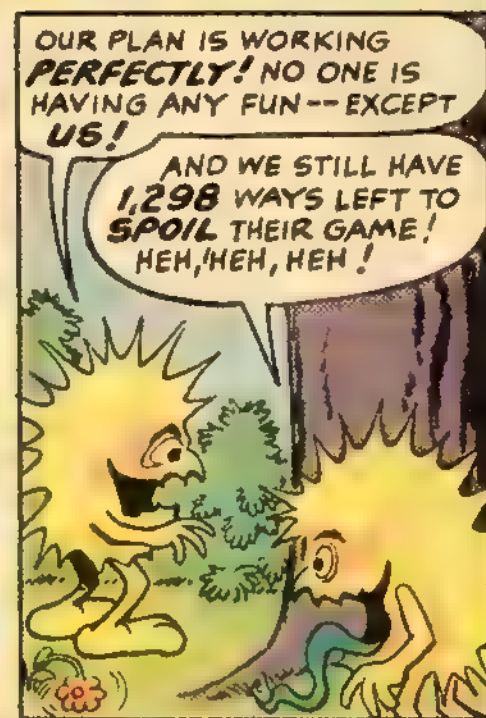
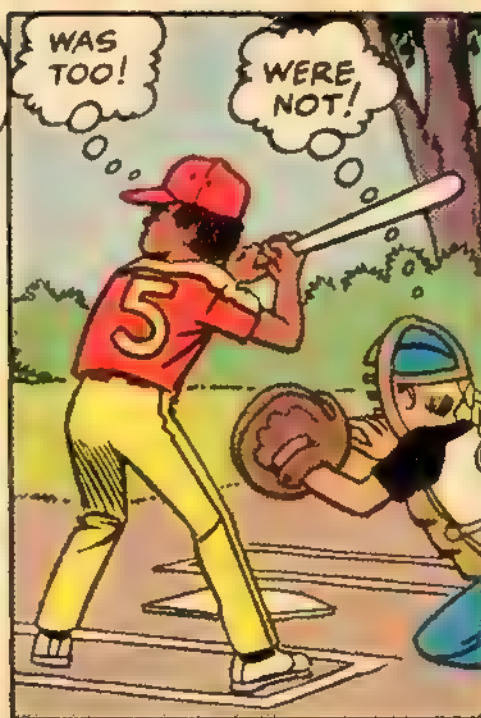
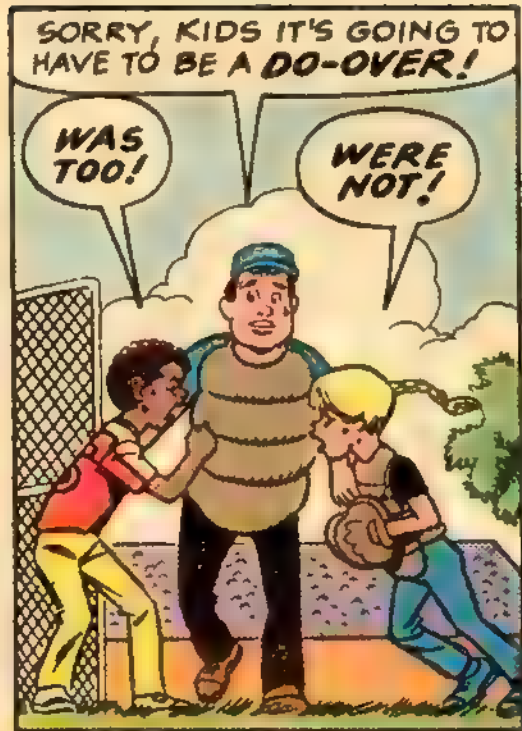
**OPEN FOR BUSINESS!**

KOOL-AID  
SMALL 5¢  
LARGE 10¢

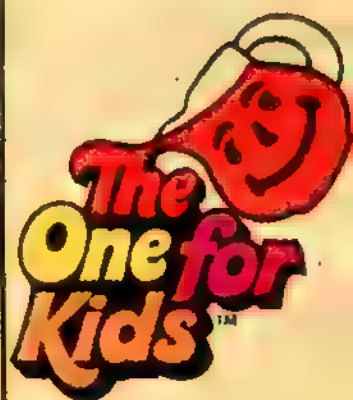
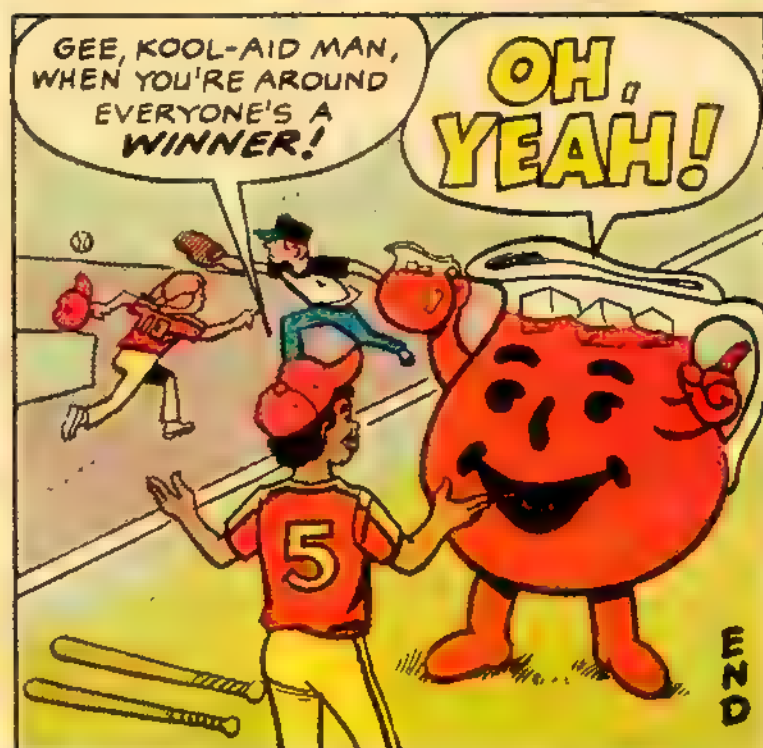
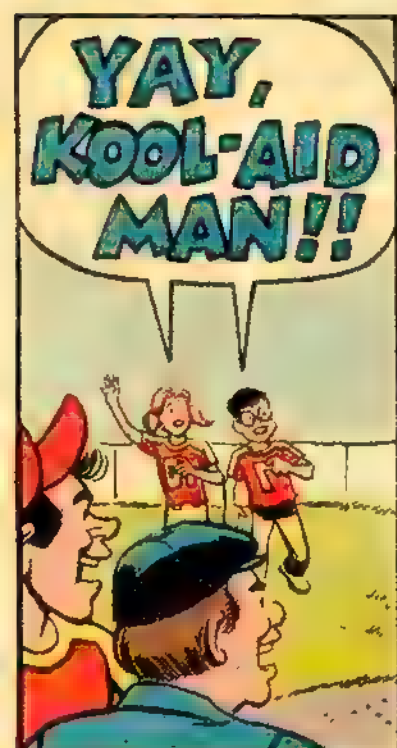
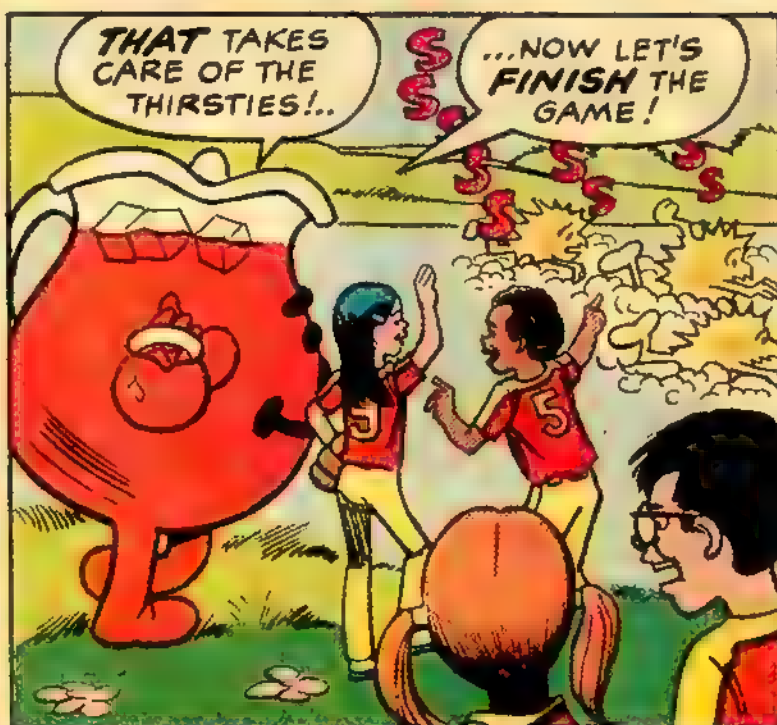
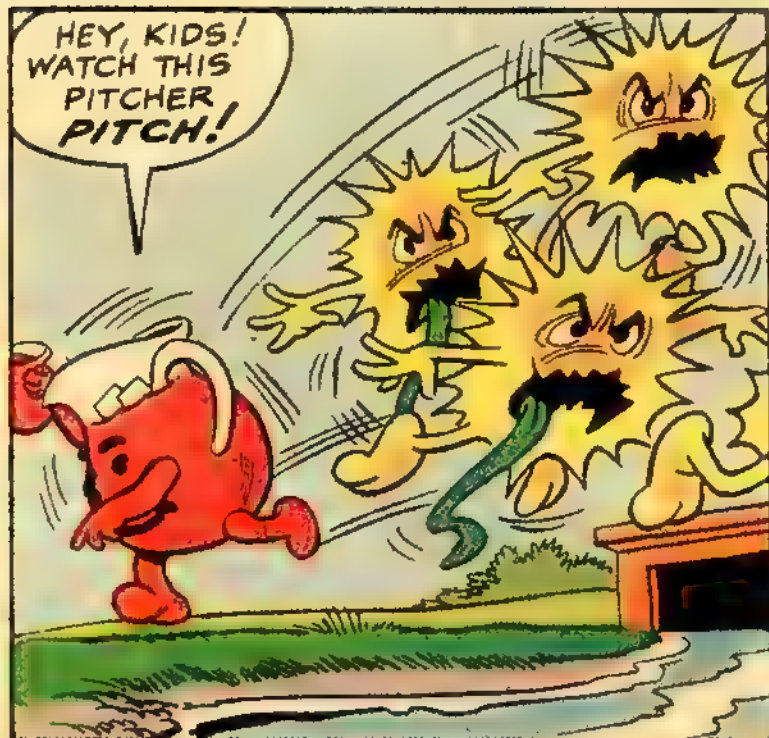
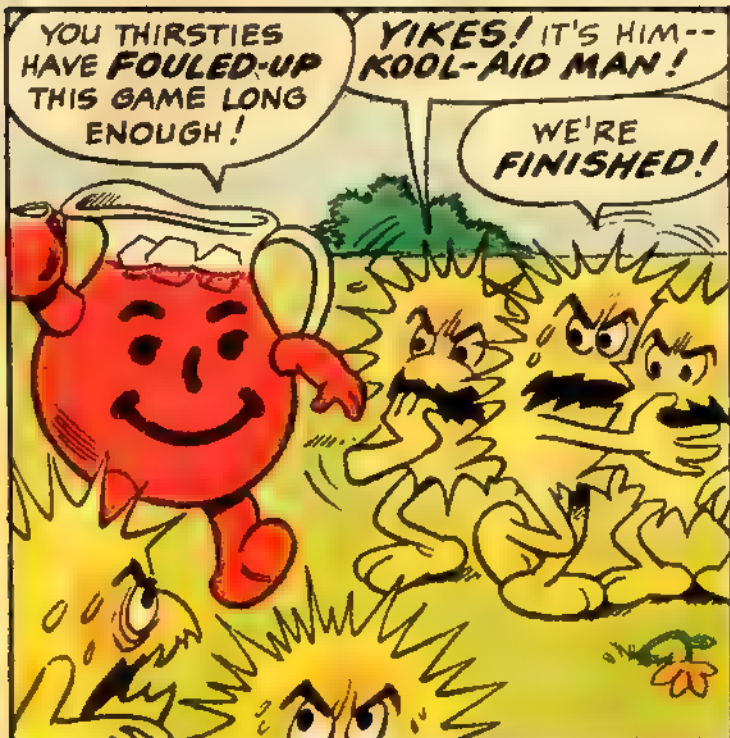
## 6 SPECIAL TIPS TO HELP MAKE YOUR KOOL-AID<sup>®</sup> DRINK STAND A BIG SUCCESS!

- 1 OFFER TWO DIFFERENT FLAVORS OF KOOL-AID!
- 2 SELL TWO DIFFERENT SIZE CUPS OF KOOL-AID! BE SURE TO CHARGE MORE FOR THE LARGER SIZE!
- 3 ALWAYS BE OPEN ON EXTRA HOT DAYS! THAT'S WHEN PEOPLE ENJOY KOOL-AID<sup>®</sup> THE MOST!
- 4 DECORATE YOUR STAND WITH PICTURES OF KOOL-AID MAN<sup>™</sup> AND YOUR FRIENDS!
- 5 ADVERTISE! TELL YOUR FRIENDS TO TELL THEIR FRIENDS ABOUT YOUR STAND!
- 6 WHEN YOU'RE FINISHED, REMEMBER TO CLEAN UP AND PUT EVERYTHING AWAY! THAT WAY YOUR PARENTS WILL LET YOU HAVE ANOTHER KOOL-AID<sup>®</sup> STAND SOON!











WHILE THE "THIRSTIES"  
AREN'T LOOKING, LET'S TAKE A  
BREAK AND LOOK AT MY SUPER  
OFFERS. THEY'RE **FREE** WHEN YOU  
SEND IN THE CORRECT PROOF-OF-  
PURCHASE POINTS AND MAIL-IN  
CERTIFICATES FOUND ON THE  
NEXT PAGES!







# HOW TO COLLECT PROOF-OF-PURCHASE POINTS TO GET MY VALUABLE OFFERS

STICK YOUR PROOF-OF-PURCHASE POINTS IN THE BLUE SQUARES BELOW

PASTE  
PROOF-OF-  
PURCHASE  
POINTS  
HERE

+

+

+



TOTAL OF  
POINTS AT LEFT

+

+

+



TOTAL OF  
POINTS AT LEFT

+

+

+



TOTAL OF  
POINTS AT LEFT

+

+

+



TOTAL OF  
POINTS AT LEFT

+

+

+



TOTAL OF  
POINTS AT LEFT

ADD NUMBERS IN  
ABOVE COLUMN FOR  
GRAND TOTAL

CLIP HERE AND SEND US THE ABOVE PROOF-OF-PURCHASE POINTS WHEN YOU HAVE  
COLLECTED THE REQUIRED NUMBER FOR THE DESIRED OFFER



UNSWEETENED  
KOOL-AID®



2 QUART  
SUGAR SWEETENED  
OR SUGAR FREE  
KOOL-AID®



10 QUART  
CANISTER  
KOOL-AID®



SAVE THE PROOF-OF-PURCHASE  
POINTS ON THE BACK OF EVERY  
KOOL-AID® PACKAGE. BIGGER PAC-  
KAGES HAVE MORE POINTS. WHEN  
YOU HAVE COLLECTED ENOUGH  
POINTS, YOU CAN SEND FOR THE EX-  
CITING ITEMS ON THE PRECEDING  
TWO PAGES.

(IF YOU DISCOVER THAT MORE  
SQUARES ARE NEEDED, JUST TRACE  
OUR COLLECTION CHART AND THEN  
CONTINUE PASTING AND COLLECTING  
ON THE TRACING.)



PRESENTING THE MOST FUN-LOVING HERO OF ALL...



# Kool-Aid Man

## in "THIRST IN SPACE"



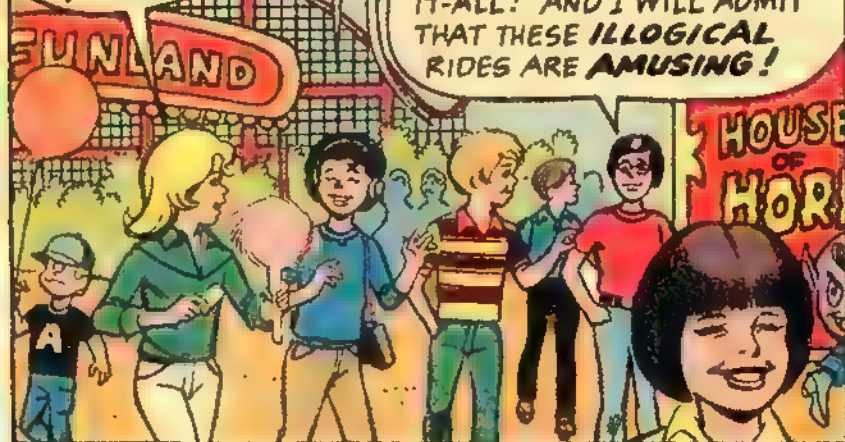
DID YOU EVER HAVE ONE OF THOSE DAYS WHERE EVERYTHING IS GOING **GREAT**...

I DON'T KNOW ABOUT THE REST OF YOU GUYS, BUT I'M REALLY HAVING **FUN!**

ME, TOO!

ME **THREE!** WHAT ABOUT YOU "MR. KNOW-IT-ALL," ARE **YOU** HAVING FUN?

SCOTT, MY NAME IS **WARREN WILKENS!** NOT "MR. KNOW-IT-ALL!" AND I WILL ADMIT THAT THESE **ILLOGICAL** RIDES ARE **AMUSING!**



...BUT THEN SOMETHING HAPPENS...



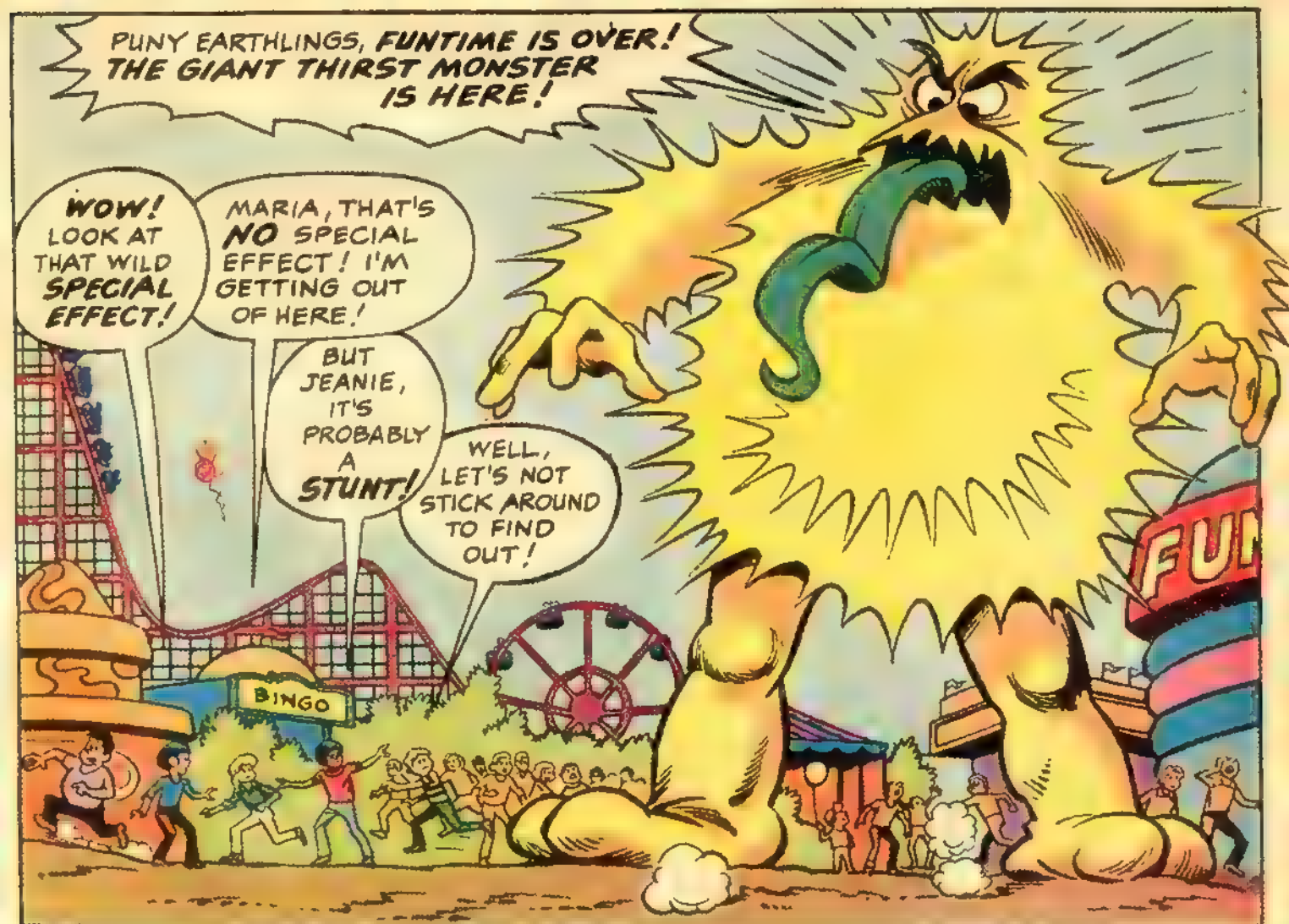
PUNY EARTHLINGS, **FUNTIME IS OVER!** THE **GIANT THIRST MONSTER** IS HERE!

**WOW!** LOOK AT THAT WILD **SPECIAL EFFECT!**

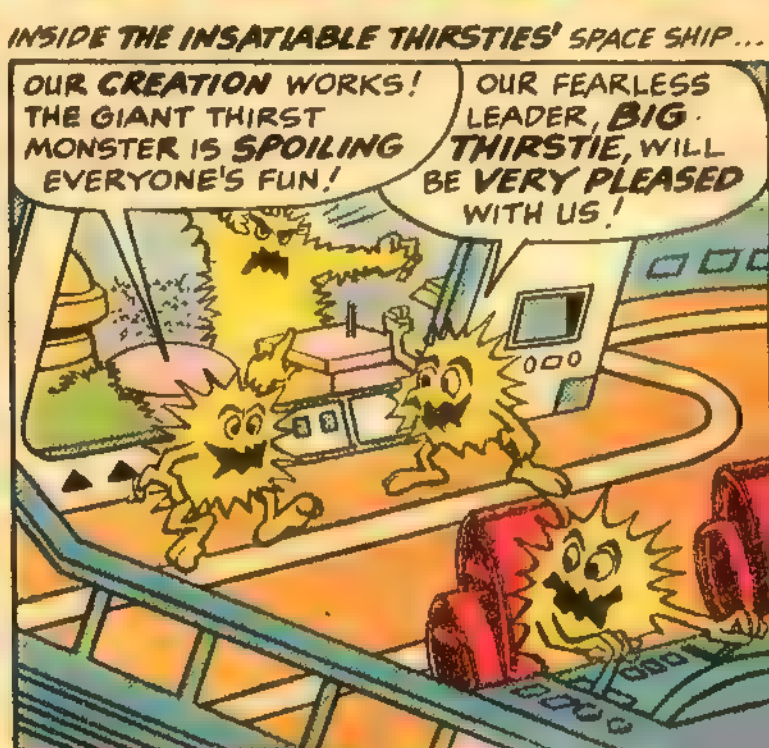
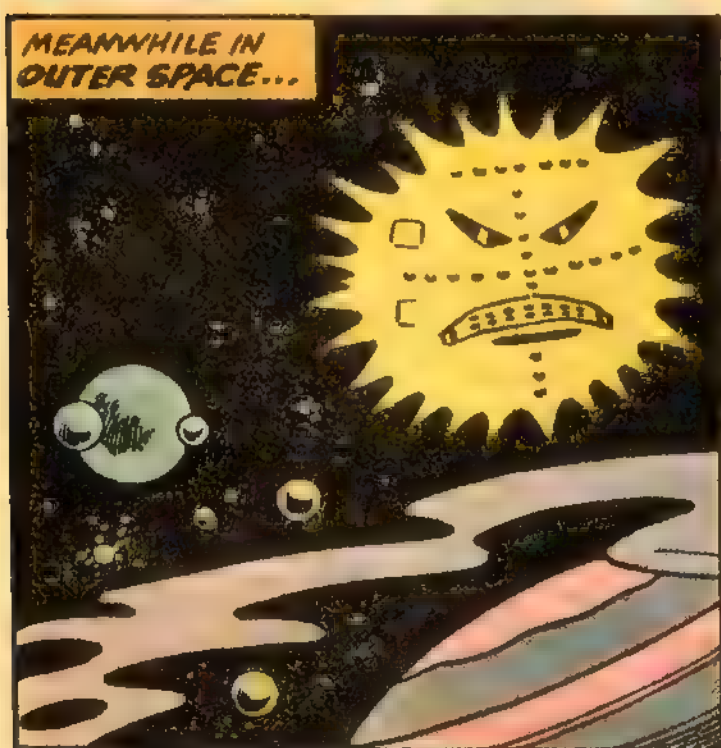
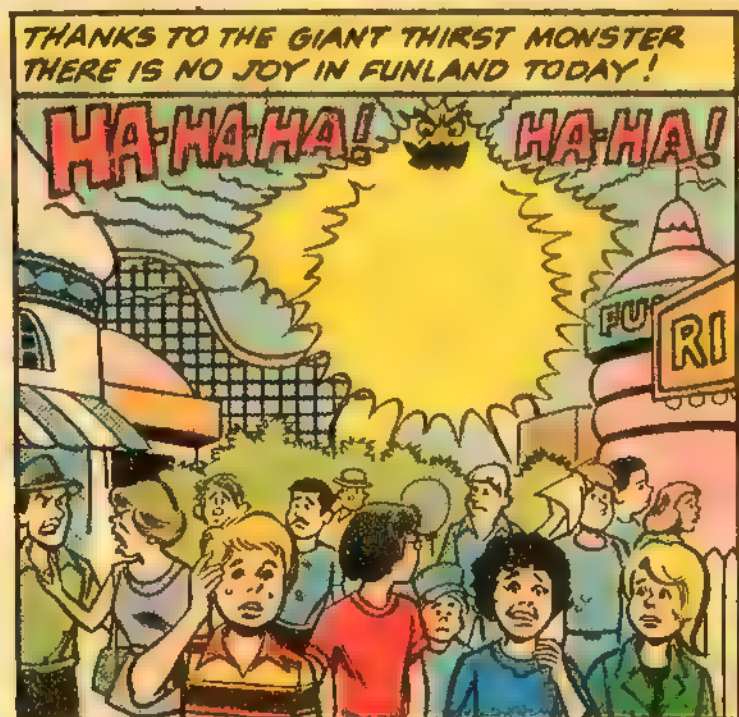
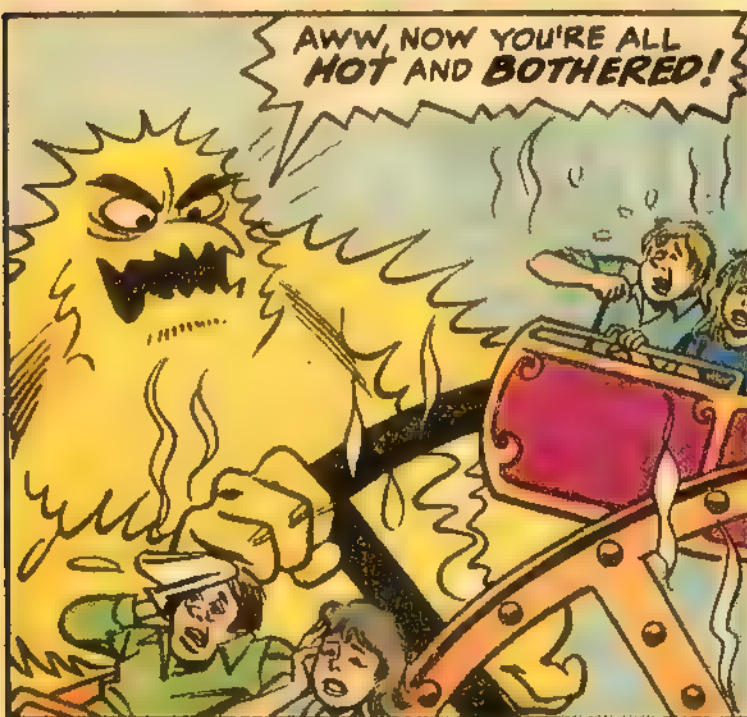
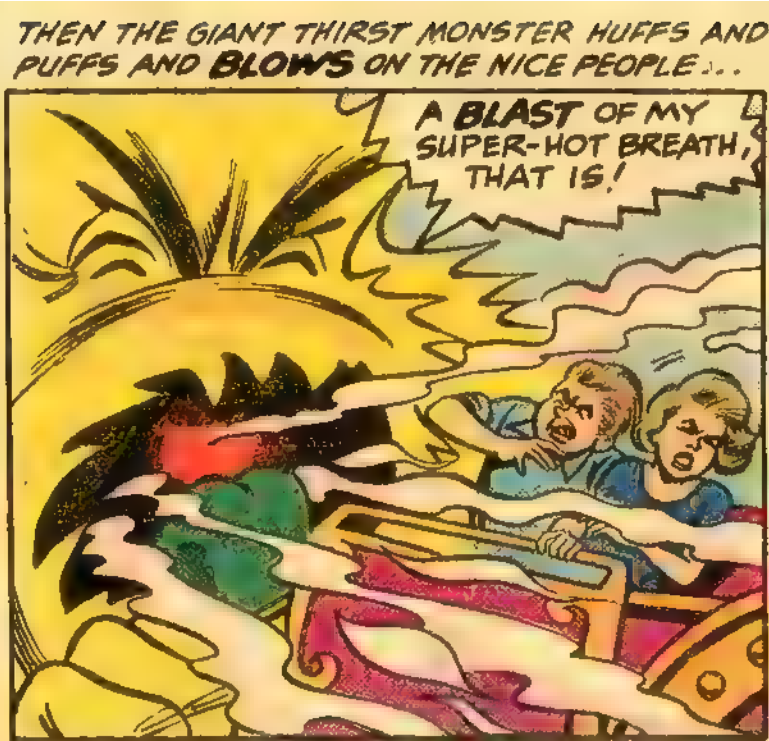
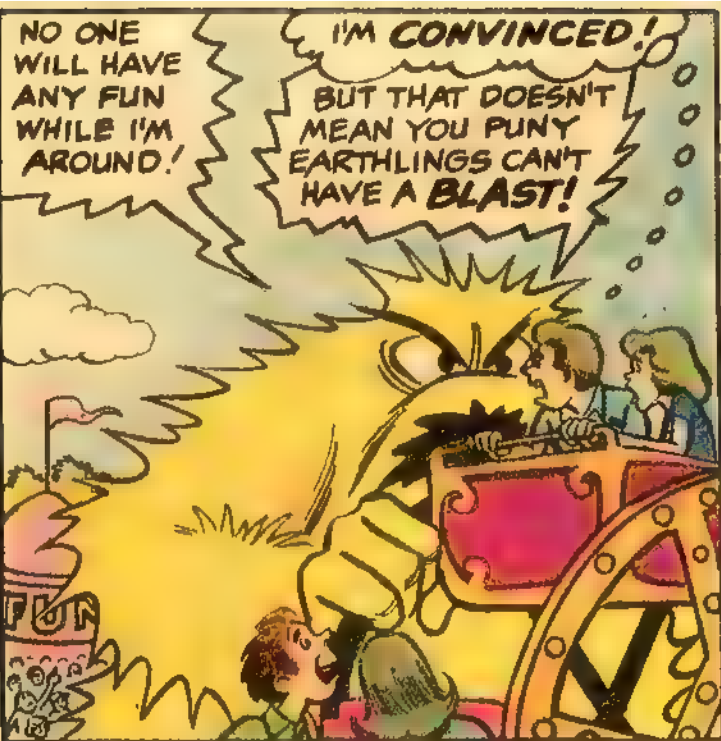
MARIA, THAT'S **NO SPECIAL EFFECT!** I'M GETTING OUT OF HERE!

BUT JEANIE, IT'S PROBABLY A **STUNT!**

WELL, LET'S NOT STICK AROUND TO FIND OUT!





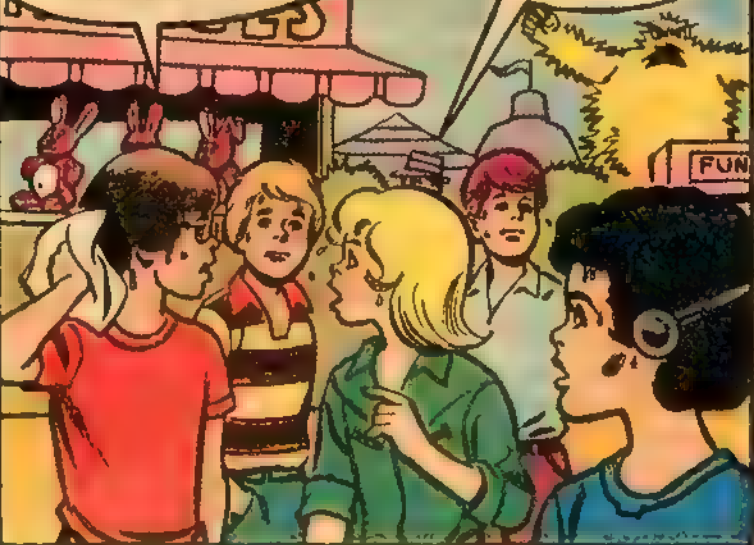




WHILE BACK ON EARTH...

THE GIANT THIRST MONSTER IS MAKING EVERYONE **HOT AND THIRSTY!**

THERE'S ONLY **ONE PERSON** WHO CAN SAVE US NOW...!



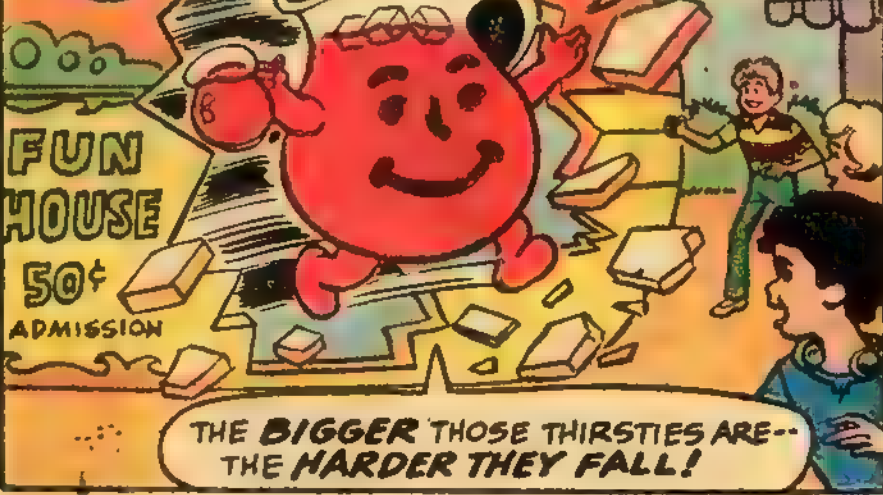
HEY! KOOL-AID MAN! **HELP!**



THEN, QUICKER THAN YOU CAN SAY "OH, YEAH"...

**CRASH!**

DON'T WORRY, FOLKS! I'LL TAKE CARE OF THAT GIANT THIRST MONSTER!



THE **BIGGER** THOSE THIRSTIES ARE-- THE **HARDER** THEY FALL!

OH, NO! IT'S **KOOL-AID MAN!**

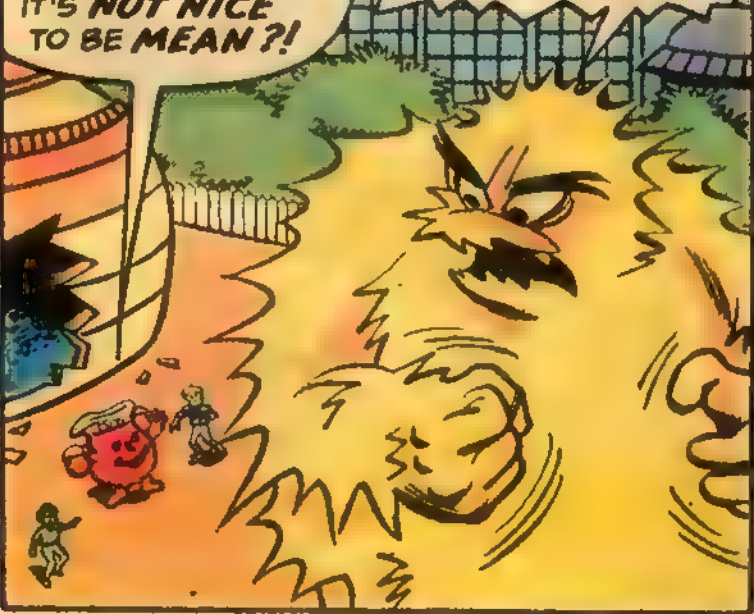
**BAH!** EVEN HE IS **POWERLESS** TO STOP THE GIANT THIRST MONSTER!



BACK ON EARTH...

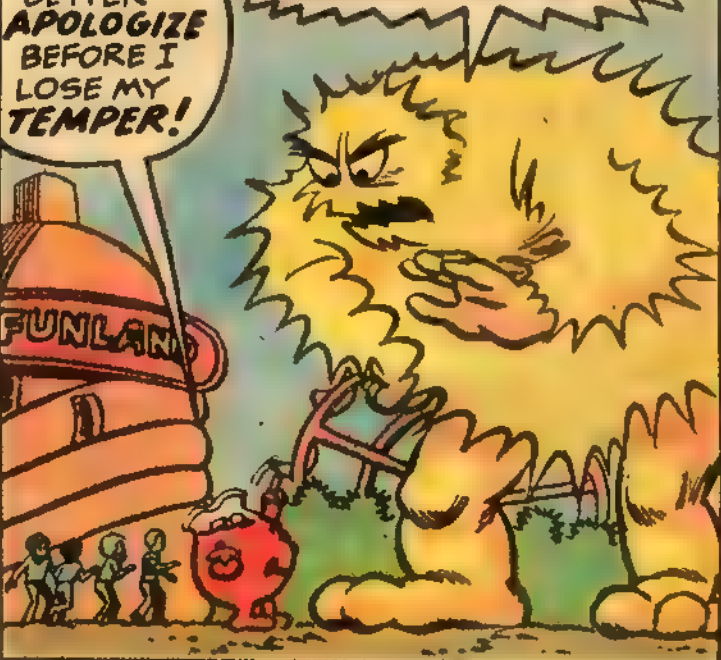
HEY, **BIG GUY!** DON'T YOU KNOW IT'S **NOT NICE** TO BE MEAN?!

**GET LOST...** BEFORE I **SQUASH** YOU LIKE A **BUG!**



YOU BETTER **APOLOGIZE** BEFORE I LOSE MY **TEMPER!**

GO BACK TO **DO-GOODER SCHOOL**, **SHORTIE!**





# KOOL-AID MAN™ CROSSWORD PUZZLE!

## CLUES:

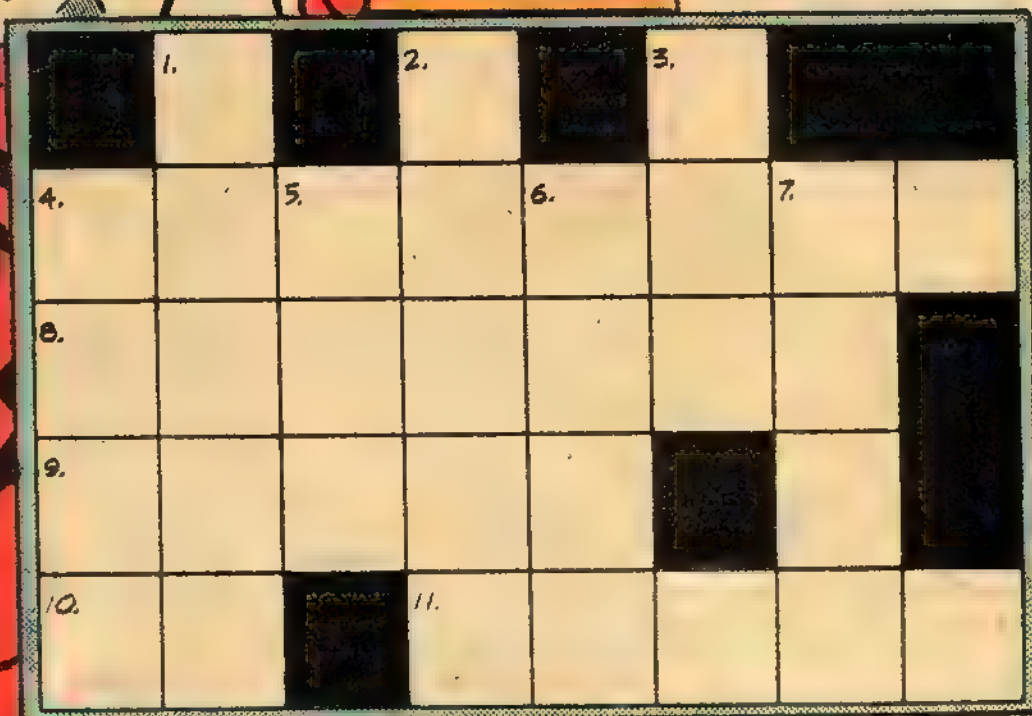
### ACROSS

### DOWN

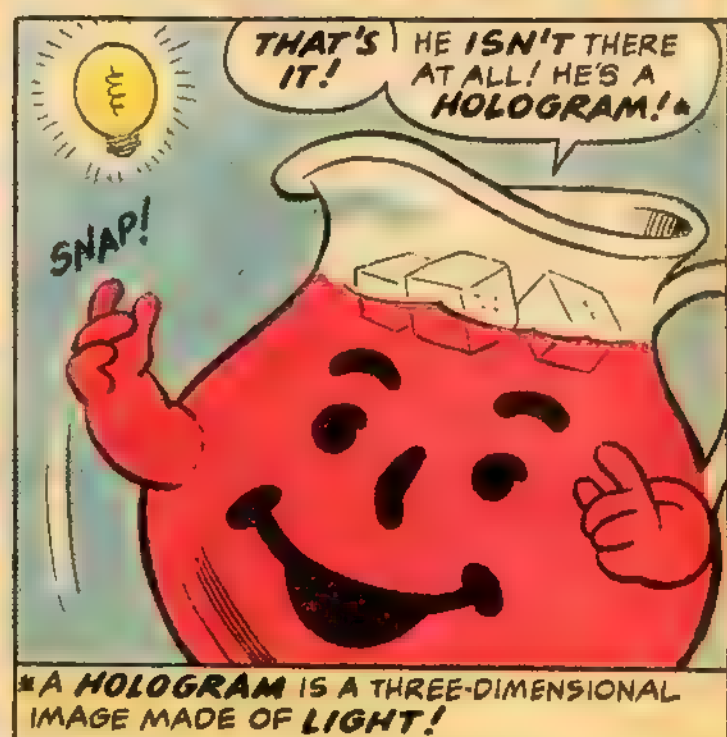
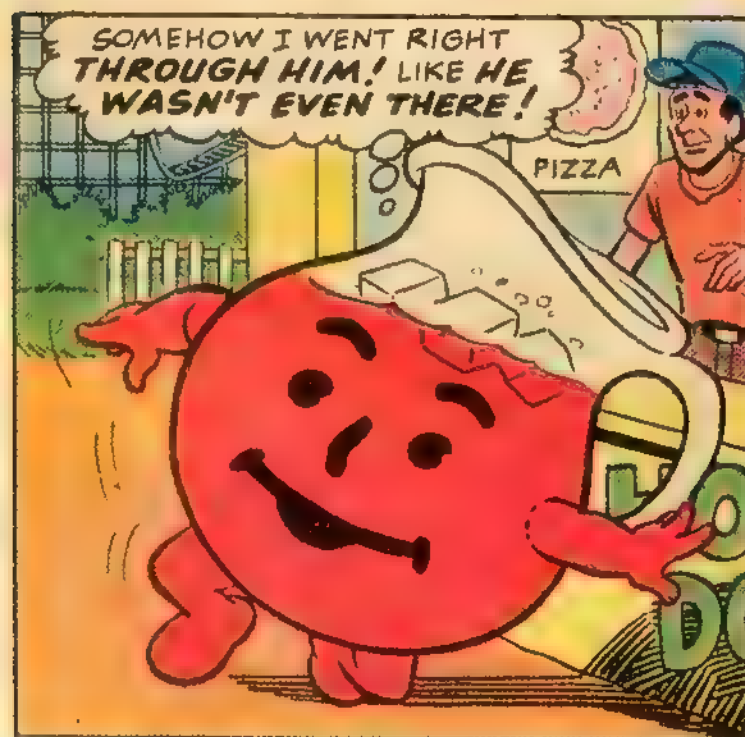
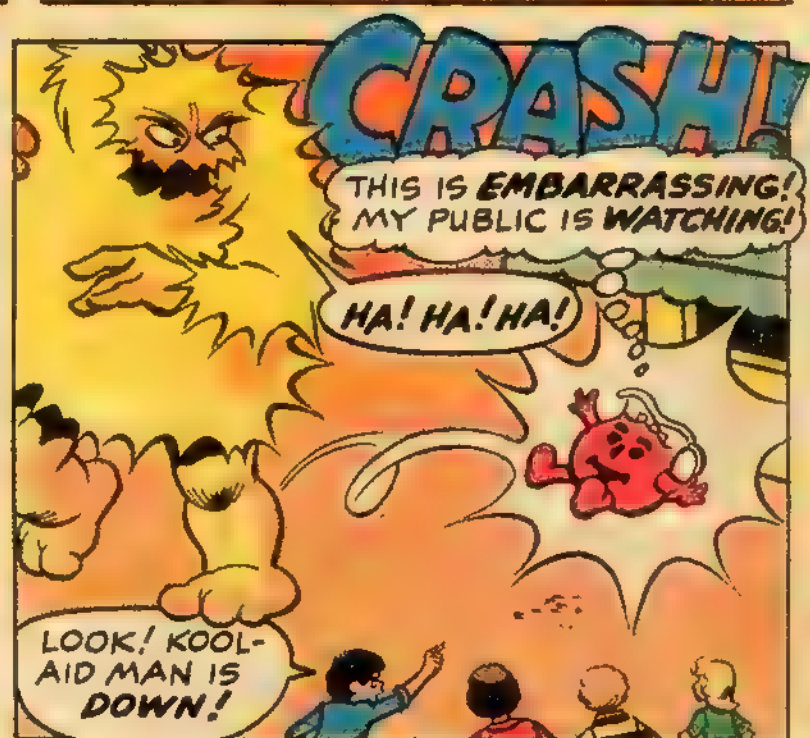
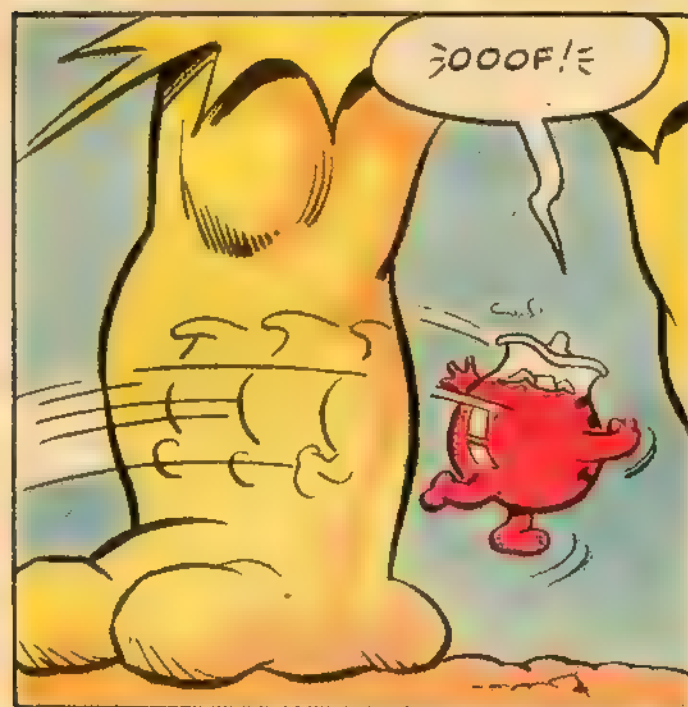
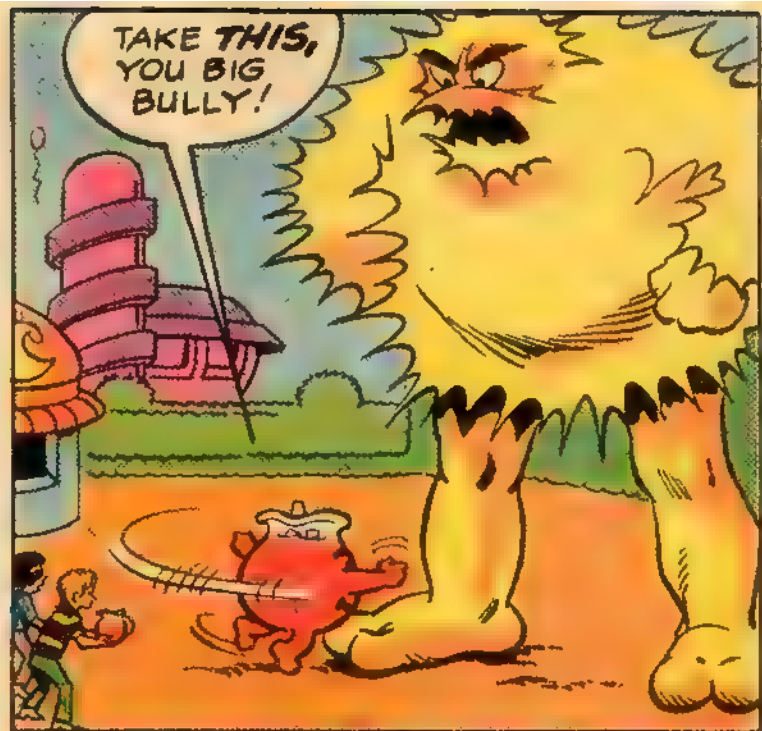
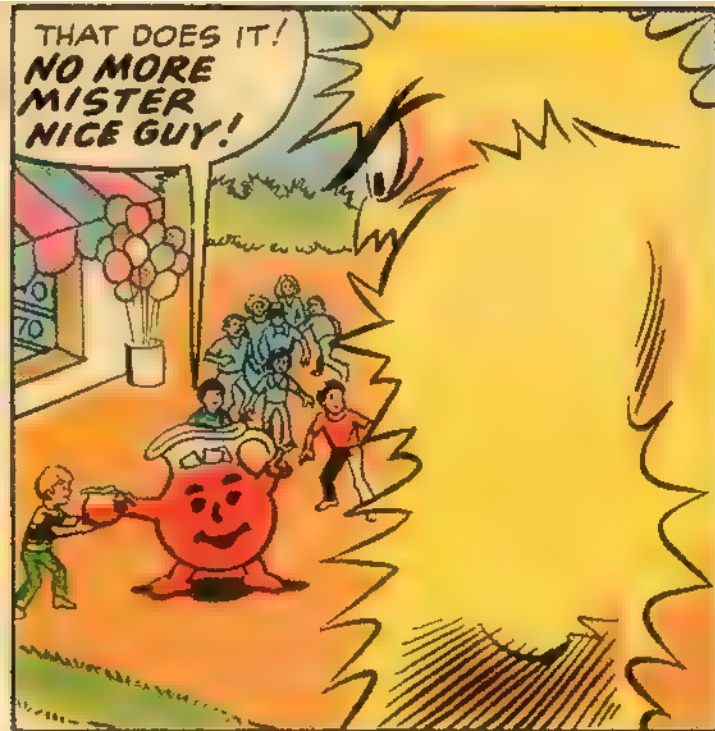
HERE'S A CLEVER  
CROSSWORD PUZZLE  
THAT'S ALL ABOUT MY  
FAVORITE SPORT!  
HAVE FUN!!

4. ALL-AMERICAN SPORT. 1. JOEY \_\_\_\_\_ ALL HIS  
8. EARNED RUN \_\_\_\_\_ BASEBALL CARDS.  
9. A LEAGUE IS MADE 2. \_\_\_\_\_ CAUSE SICKNESS  
UP OF \_\_\_\_\_ THAT KEEPS YOU FROM  
10. POSITION PLAYED PLAYING BALL.  
BETWEEN SECOND 3. YOU HAVE TO \_\_\_\_\_ THE  
AND THIRD BASE. PLAYER TO GET HIM  
(ABBREVIATION) OUT.  
11. BLEACHERS ARE \_\_\_\_\_ 4. YOU NEED A BALL AND  
\_\_\_\_\_ TO PLAY.  
5. BASEBALL IS ALSO  
PLAYED IN OTHER  
LANDS ACROSS THE \_\_\_\_\_  
6. HIT A SINGLE AND YOU  
GO TO FIRST \_\_\_\_\_  
7. THE BALLPARK HAS  
A RIGHT AND \_\_\_\_\_  
FIELD.

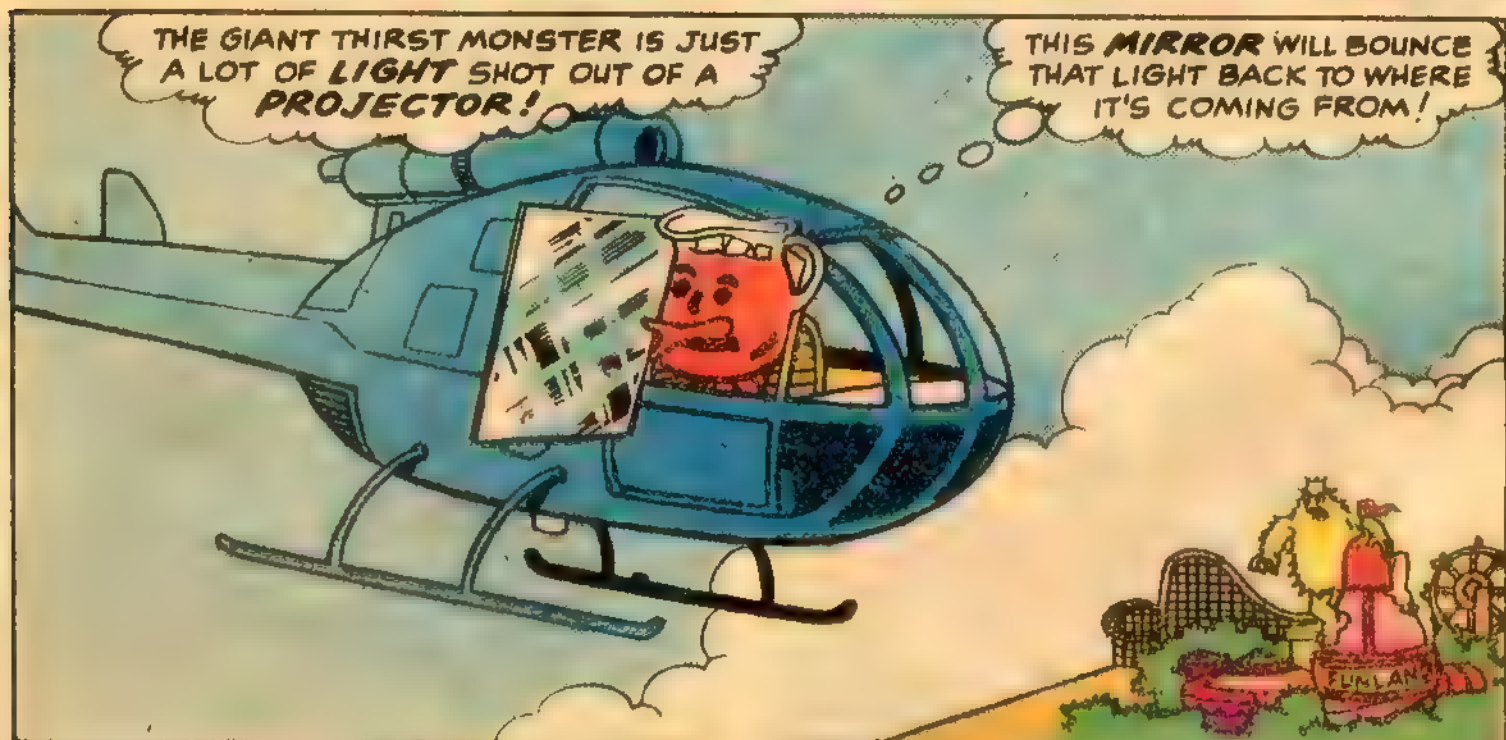
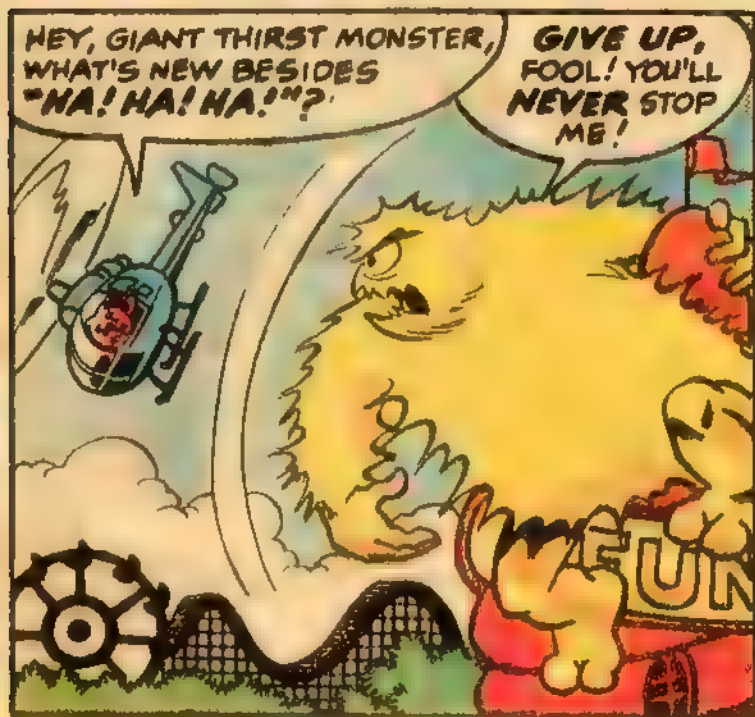
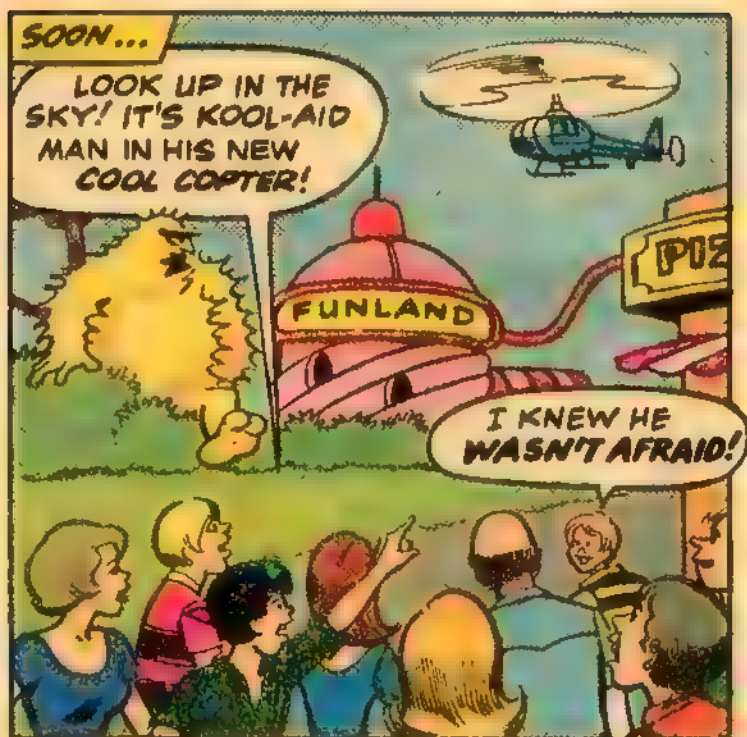
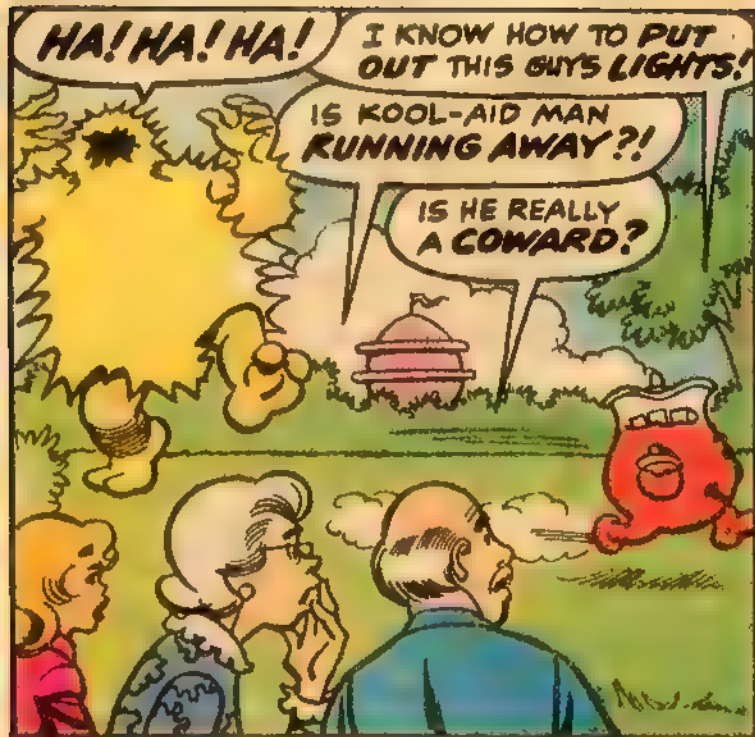
OH, YEAH!









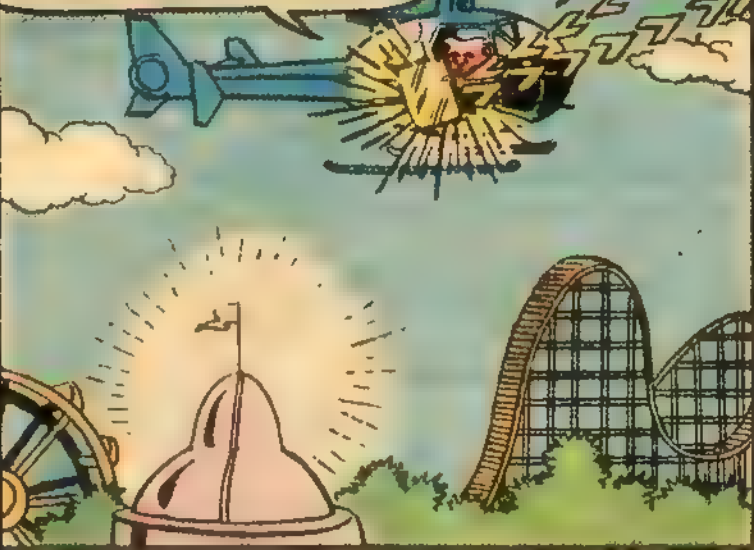




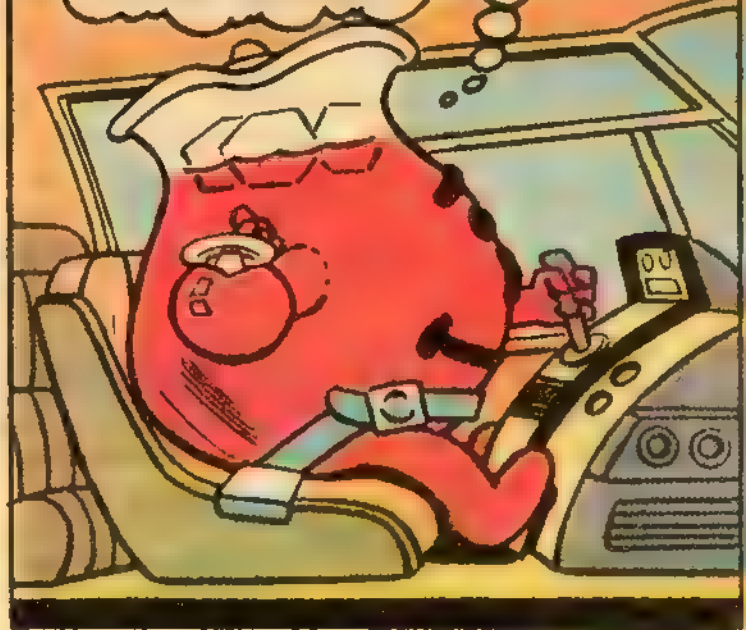
SURE ENOUGH, THE LIGHT BEAM BOUNCES OFF THE MIRROR AND THE GIANT THIRST MONSTER DISAPPEARS!

THAT KNOCKS OUT MY LIGHTWEIGHT OPPONENT!

OH, YEAH!



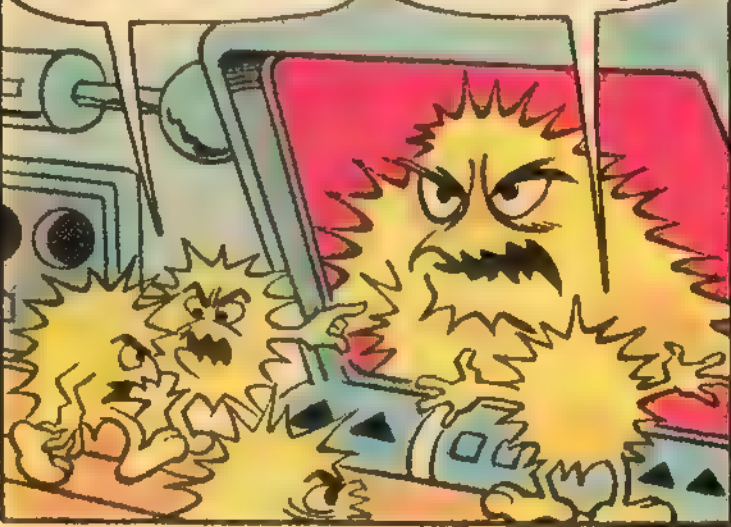
STRANGE! THOSE LIGHT BEAMS SEEMED TO BE COMING FROM OUTER SPACE!



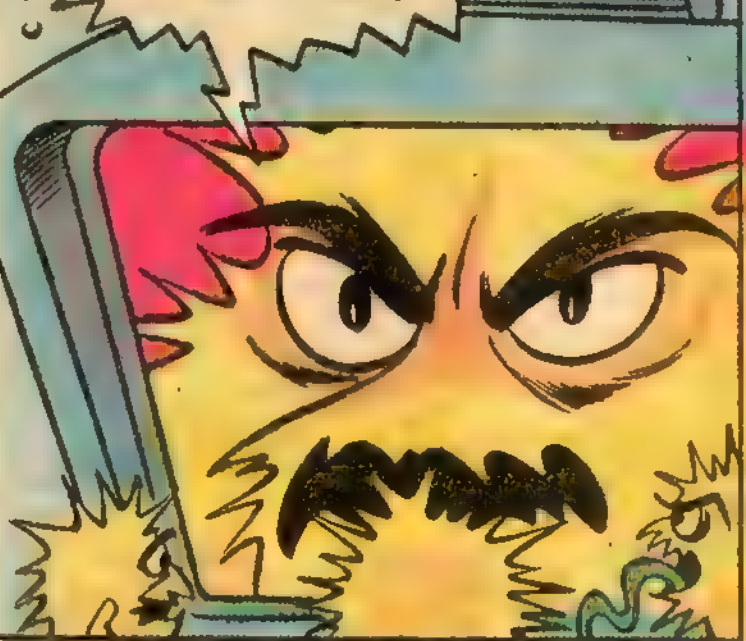
MEANWHILE, IN OUTER SPACE, THE THIRSTIES PHONE HOME...

KOOL-AID MAN HAS DEFEATED THE GIANT THIRST MONSTER!

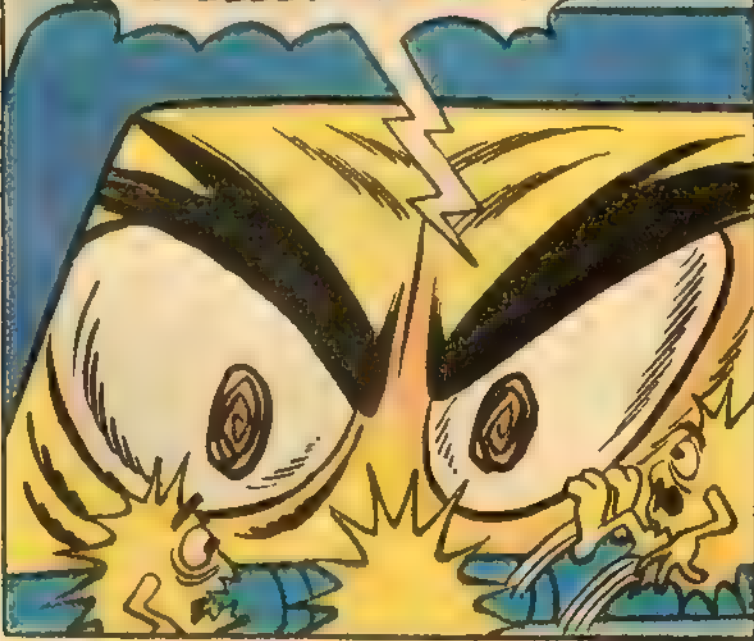
PLEASE DON'T BE MAD AT US, BIG THIRSTIE!



I DON'T GET MAD, I GET EVEN!

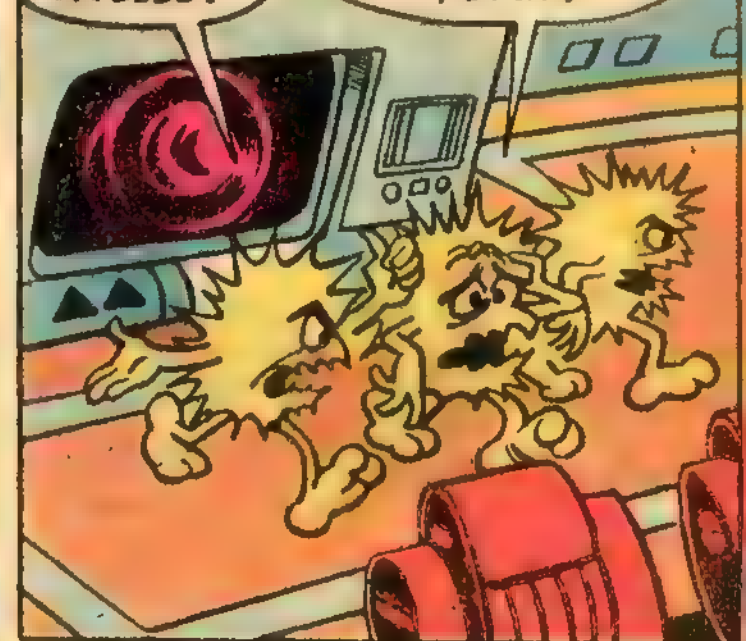


YOUR ORDERS ARE TO GET RID OF KOOL-AID MAN OR ELSE! THAT'S ALL!



WHAT DID HE MEAN "OR ELSE?"

DON'T ASK! IT'S TOO HORRIBLE TO TALK ABOUT!



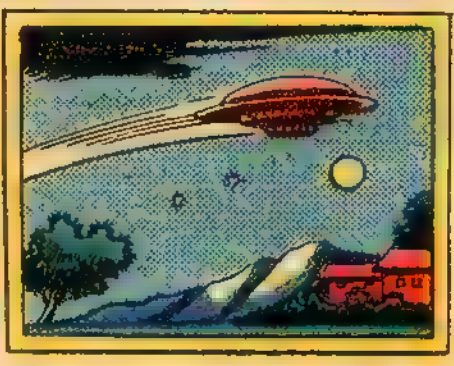


# THE UFO CONNECTION

HOW GOOD ARE YOU AT IDENTIFYING UNIDENTIFIED FRAMED OBJECTS? WELL, HERE'S YOUR CHANCE TO FIND OUT! FIRST, READ THE DEFINITIONS NEXT TO EACH FRAMED OBJECT. THEN CHOOSE FROM THE WORD LIST THE WORD THAT BEST FITS THE DEFINITION AND WRITE THAT WORD IN THE BLANK NEXT TO THE UNIDENTIFIED FRAMED OBJECT!

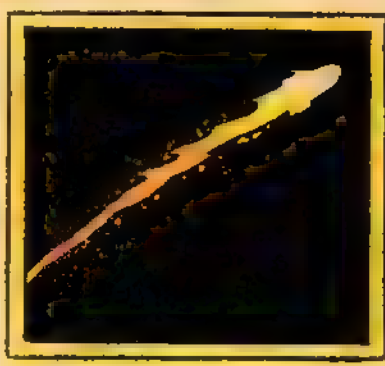
**WORD LIST:**    **INSATIABLE**    **METEORITE**    **HOLOGRAM**    **STAR**  
                      **COMET**            **SATELLITE**            **SPACE**            **UFO**

①  
UNIDENTIFIED  
FLYING  
OBJECT.



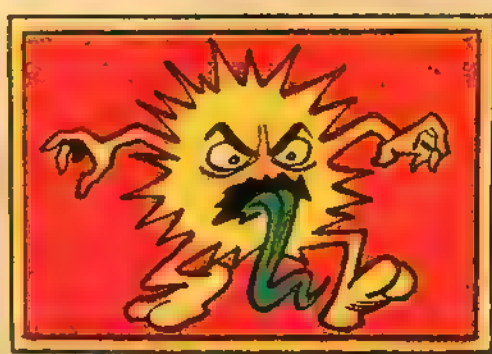
ANSWER:

②  
A SHINING  
HEAVENLY BODY,  
WITH A TAIL  
THAT SHOOTS  
THROUGH  
SPACE.



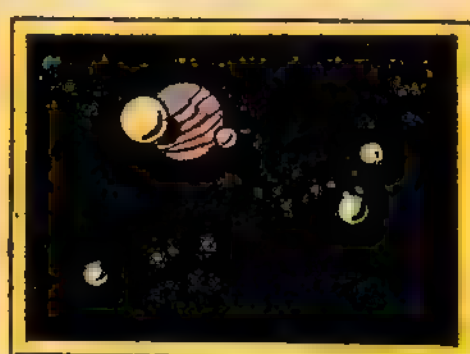
ANSWER:

③  
NOT ABLE TO  
BE SATISFIED.



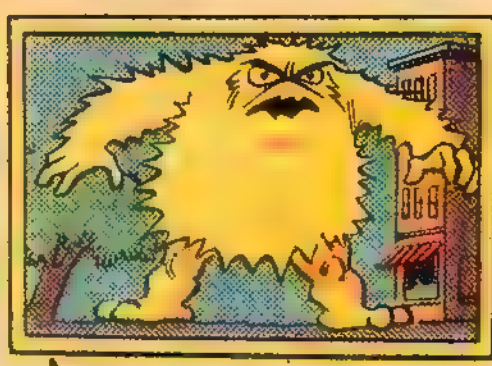
ANSWER:

④  
A VAST  
EXPANSE  
OF  
UNIVERSE.



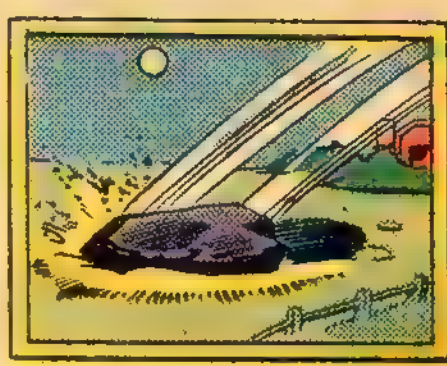
ANSWER:

⑤  
A THREE-  
DIMENSIONAL  
IMAGE  
MADE OF  
LIGHT.



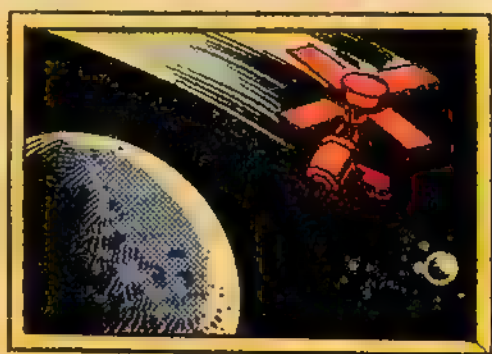
ANSWER:

⑥  
A MASS OF  
STONE OR  
METAL FROM  
OUTER SPACE  
WHICH LANDS  
ON EARTH.



ANSWER:

⑦  
A MAN-MADE  
OBJECT SENT  
INTO SPACE  
TO ORBIT THE  
EARTH FOR  
SCIENTIFIC  
PURPOSES.



ANSWER:

⑧  
A SHINING  
HEAVENLY  
BODY.



ANSWER:

TURN PAGE  
UPSIDE DOWN TO  
READ ANSWERS

① UFO    ② COMET    ③ INSATIABLE    ④ SPACE    ⑤ HOLOGRAM    ⑥ METEORITE    ⑦ SATELLITE    ⑧ STAR



MEANWHILE, KOOL-AID MAN HAS LANDED...

YAY! YAY, KOOL-AID MAN!

YOU'RE OUR HERO!

KOOL-AID MAN MEETS SCOTT STEVENS...

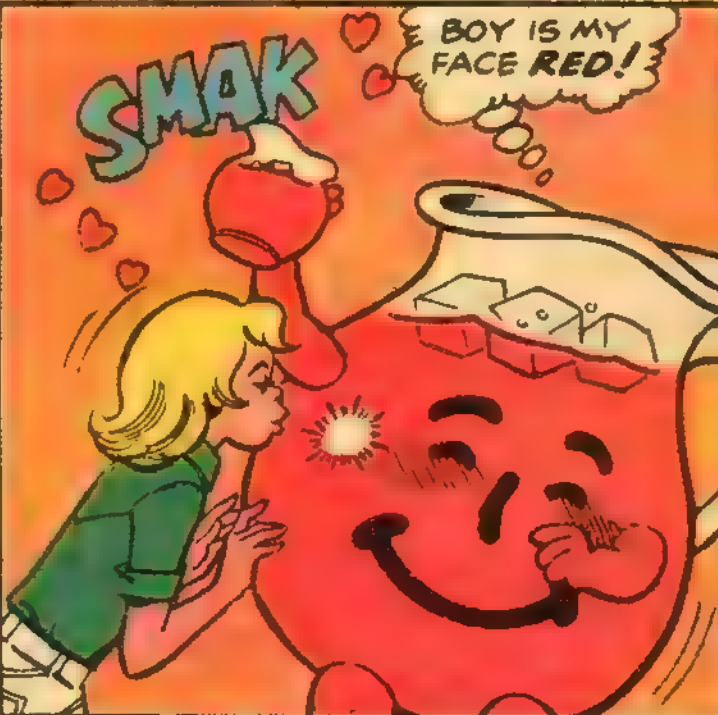
IT'S A GREAT HONOR TO MEET YOU, SIR!

AW, SHUCKS! JUST CALL ME KOOL-AID MAN!

...JEAN STEVENS...

MAY I KISS YOU, KOOL-AID MAN?

OH, YEAH!



...WARREN WILKINSON...

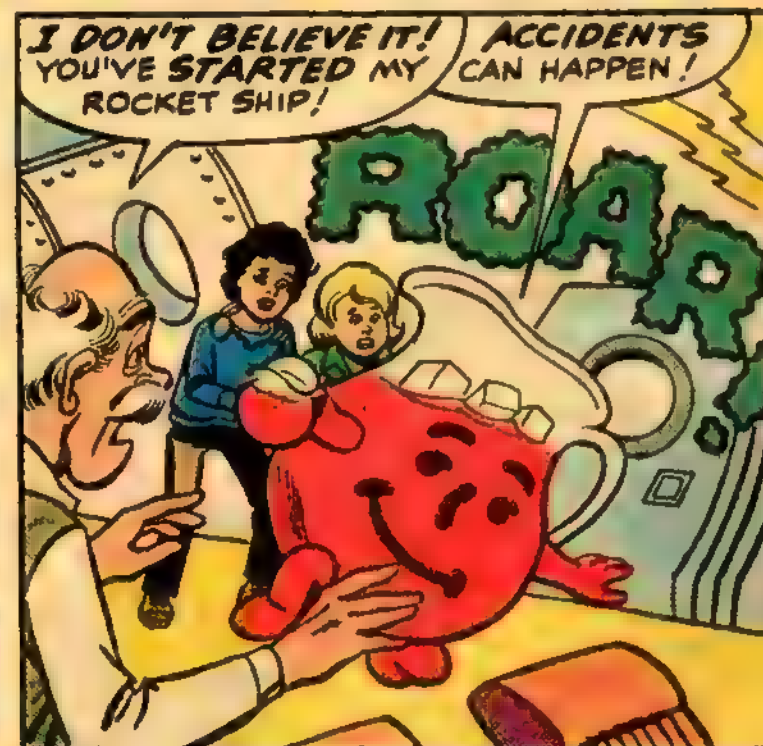
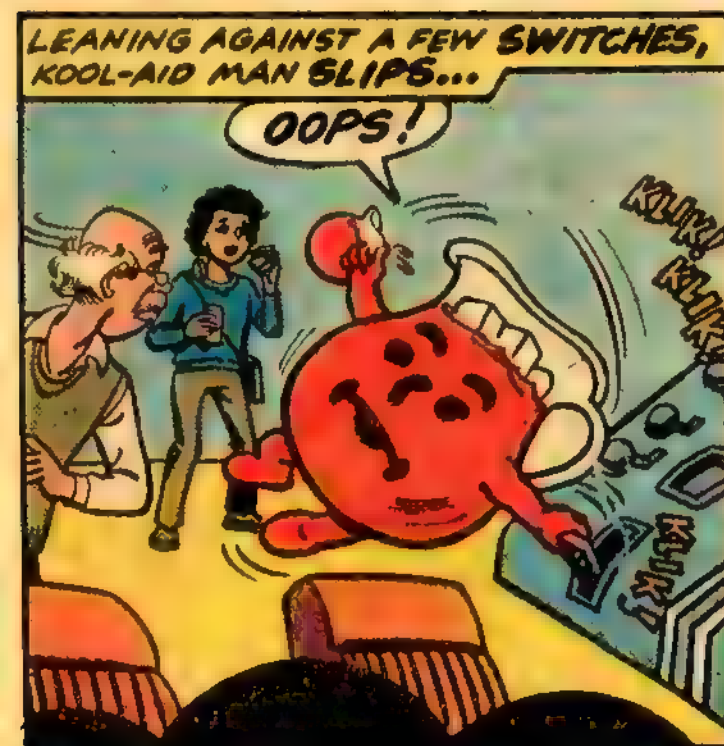
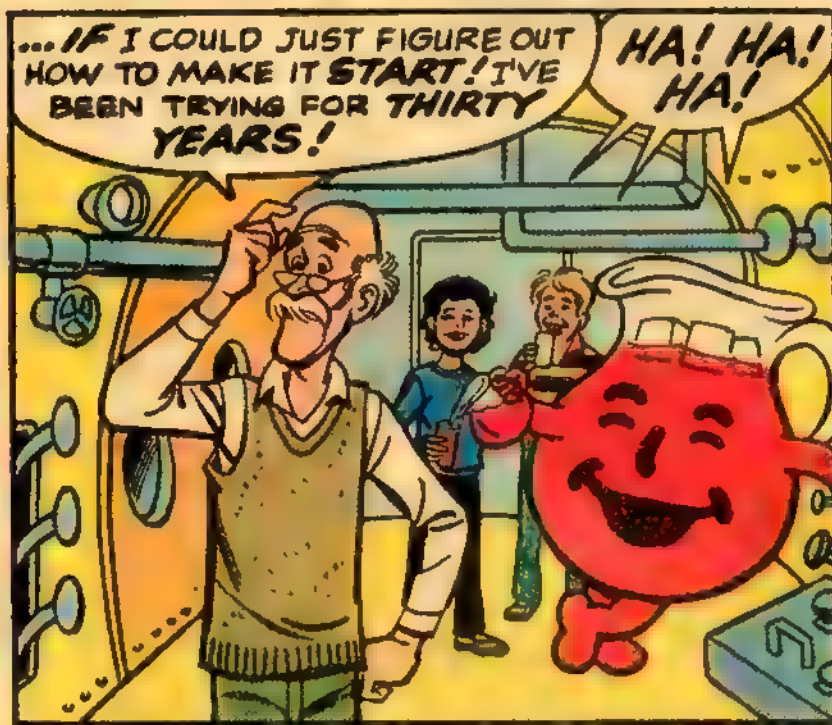
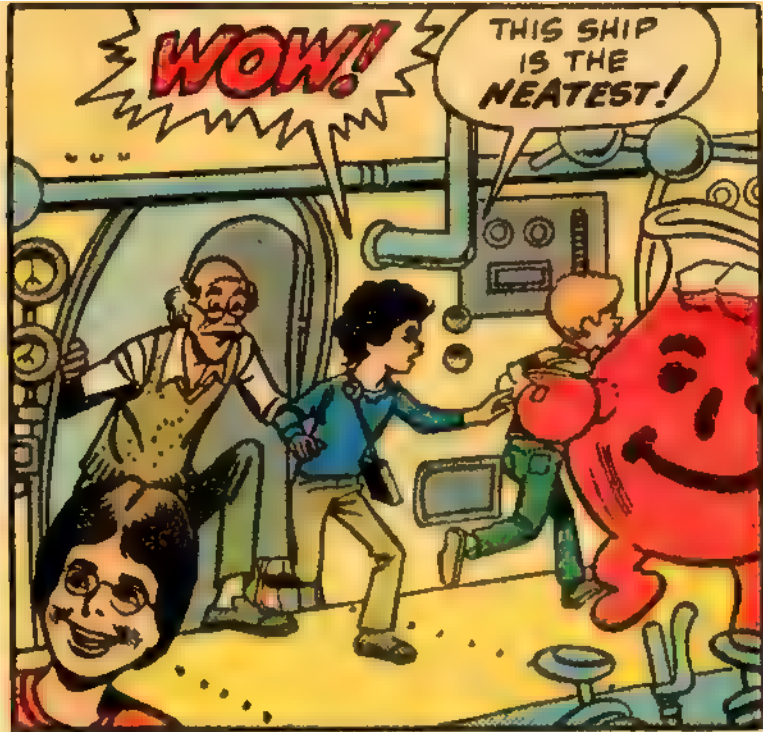
I ADMIRE THE WAY YOU USED LOGIC TO DEFEAT THE HOLOGRAM OF THE GIANT THIRST MONSTER!

WOULD YOU BELIEVE I DID IT ALL WITH MIRRORS?

...AND MARIA LOPEZ...

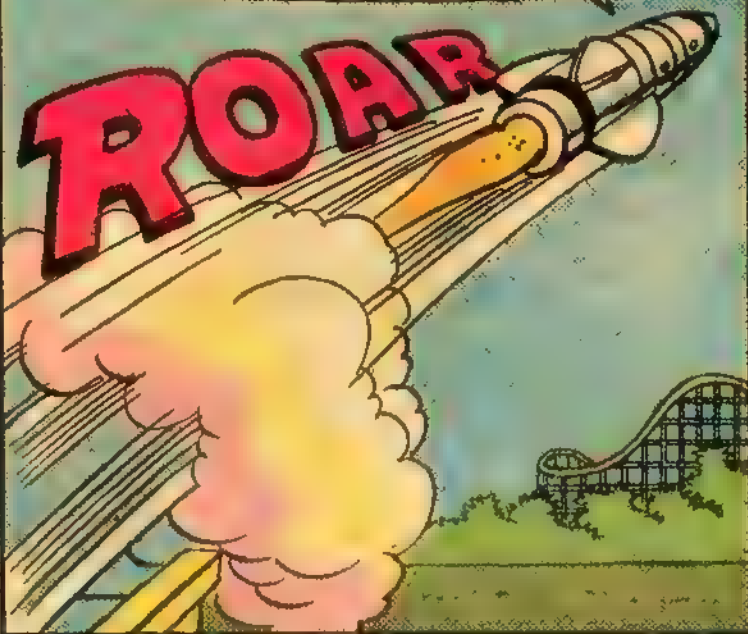
YOUR COOL COPTER IS THE MOST AMAZING FLYING MACHINE I'VE EVER SEEN!





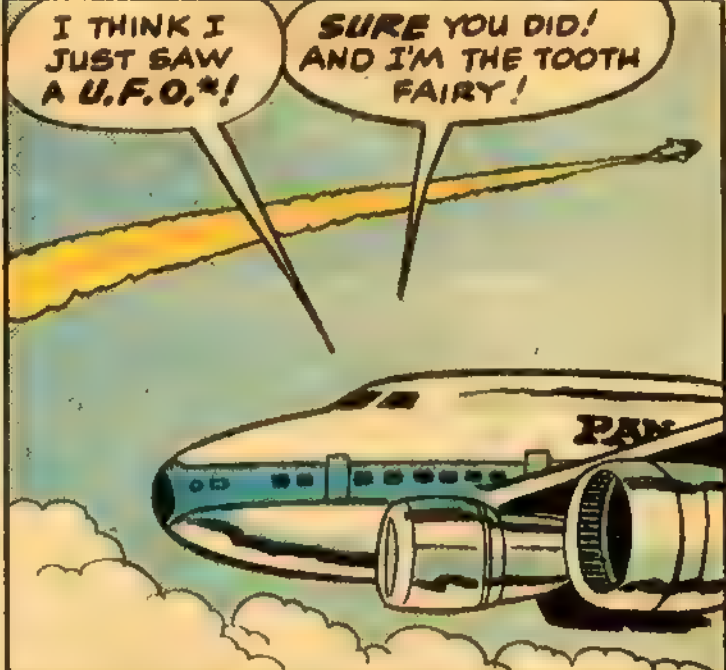


FASTEN YOUR **SEAT BELTS!**  
WE'RE **TAKING OFF!**



I THINK I  
JUST SAW  
A **U.F.O.\*!**

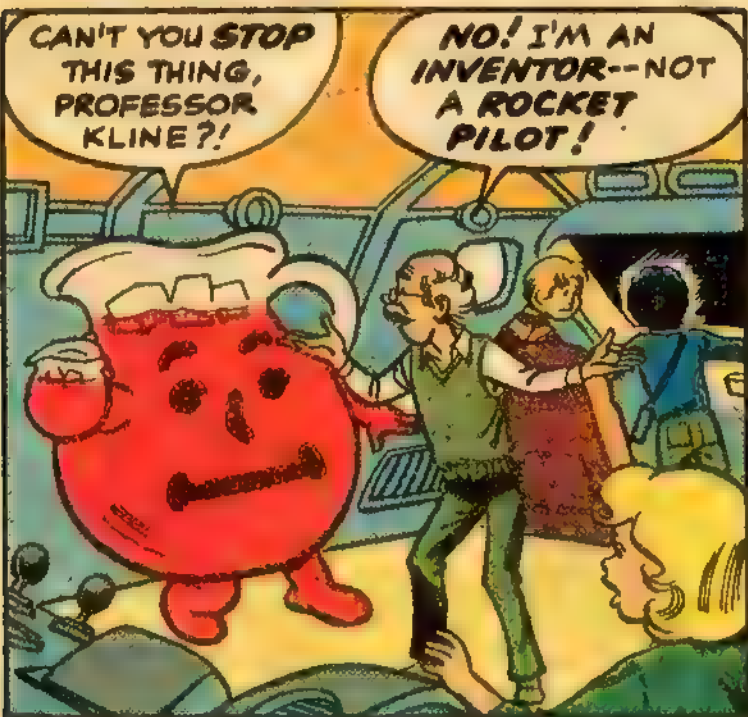
**SURE YOU DID!**  
AND I'M THE **TOOTH  
FAIRY!**



\***U.F.O. STANDS FOR UNIDENTIFIED FLYING OBJECT!**

CAN'T YOU **STOP**  
THIS THING,  
PROFESSOR  
KLINE?!

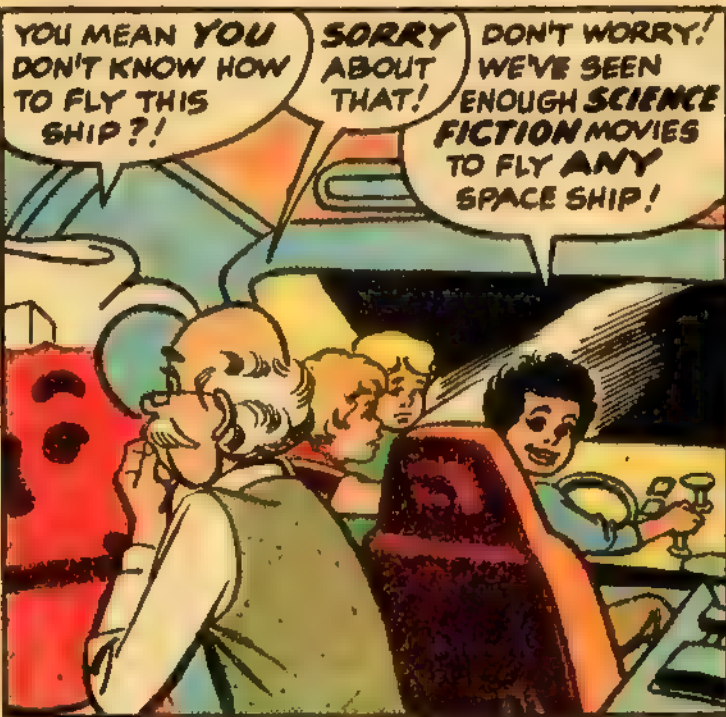
**NO! I'M AN  
INVENTOR--NOT  
A ROCKET  
PILOT!**



YOU MEAN YOU  
DON'T KNOW HOW  
TO FLY THIS  
SHIP?!

**SORRY  
ABOUT  
THAT!**

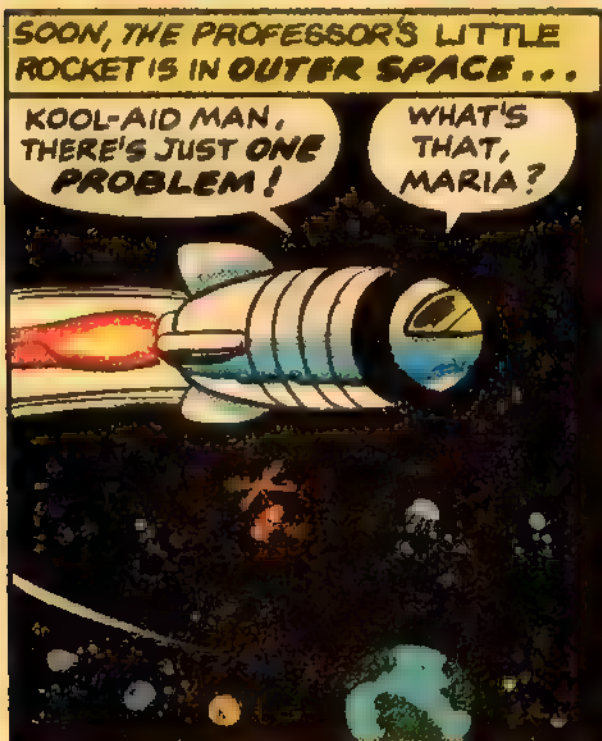
DON'T WORRY!  
WE'VE SEEN  
ENOUGH **SCIENCE  
FICTION MOVIES**  
TO FLY **ANY  
SPACE SHIP!**



**SOON, THE PROFESSOR'S LITTLE  
ROCKET IS IN OUTER SPACE...**

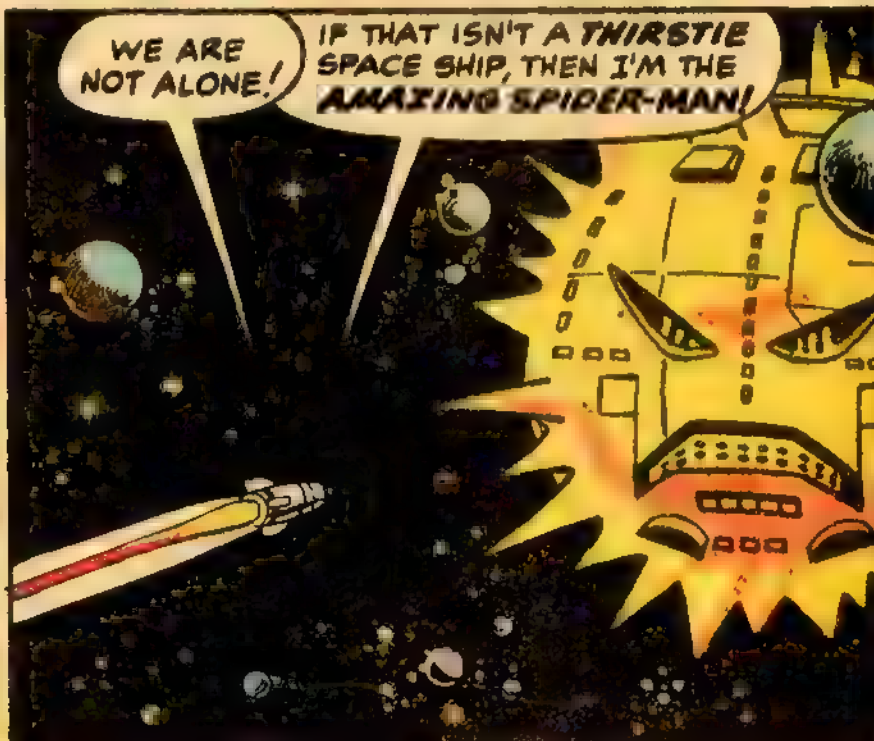
KOOL-AID MAN,  
THERE'S JUST **ONE  
PROBLEM!**

WHAT'S  
THAT,  
MARIA?



WE ARE  
NOT ALONE!

IF THAT ISN'T A **THIRSTIE**  
SPACE SHIP, THEN I'M THE  
**AMAZING SPIDER-MAN!**





# THE THIRSTIE FOREST MAZE!

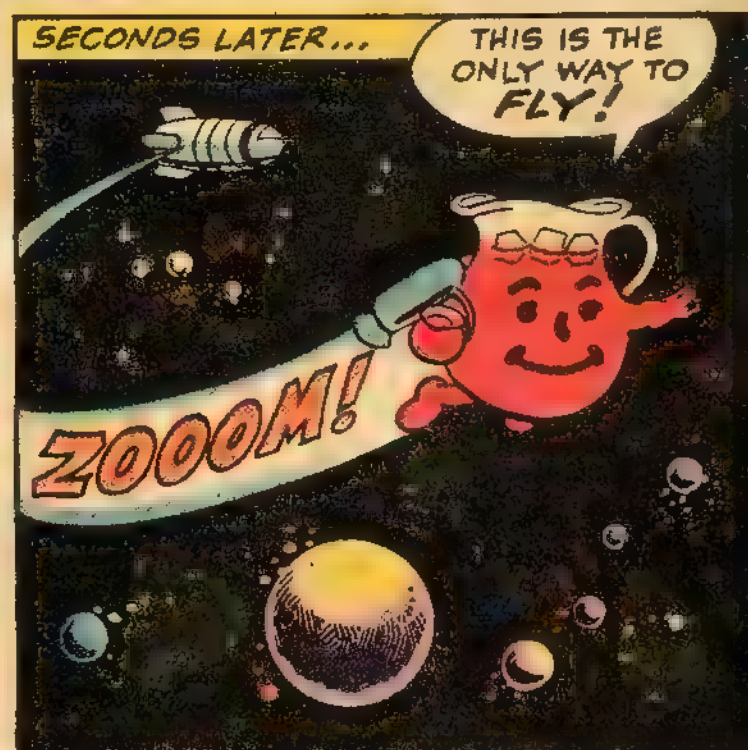
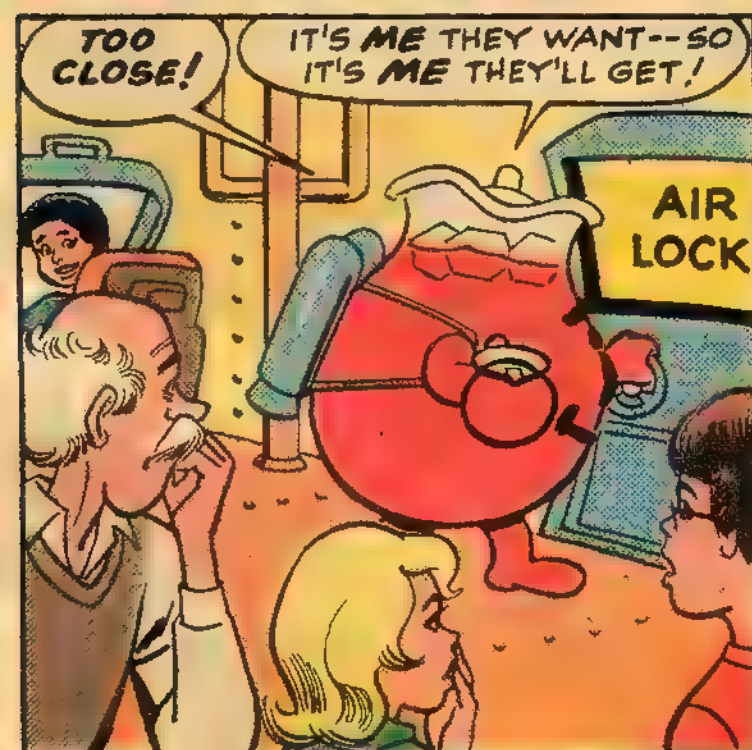
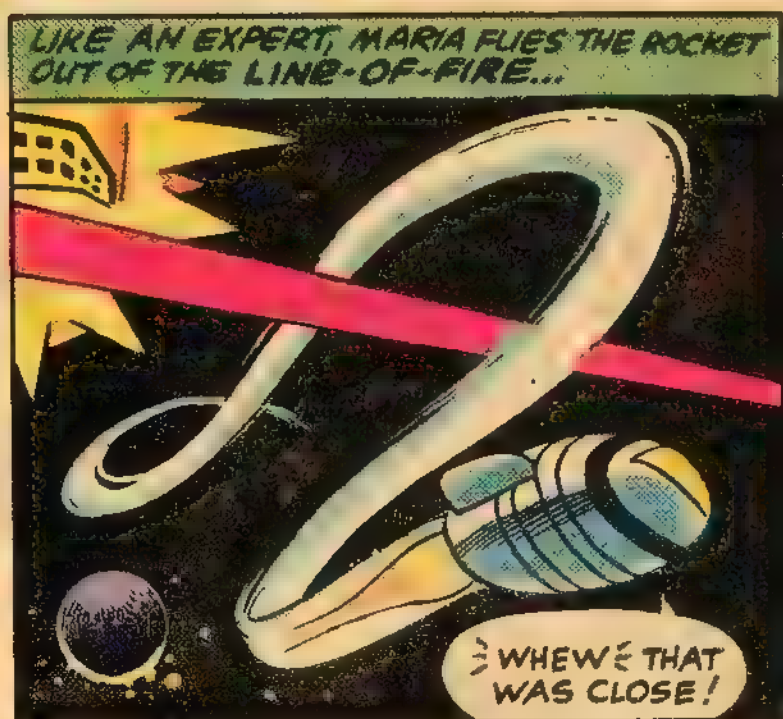
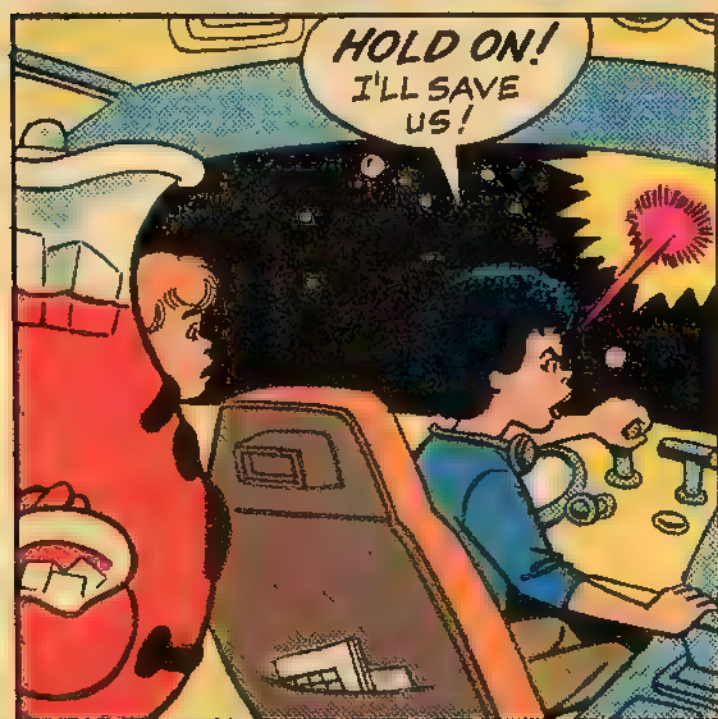
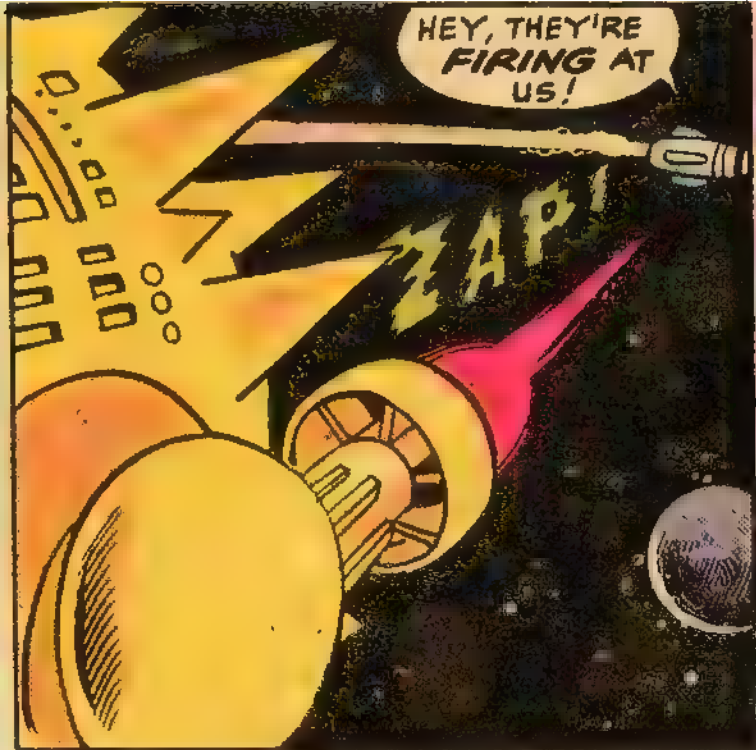
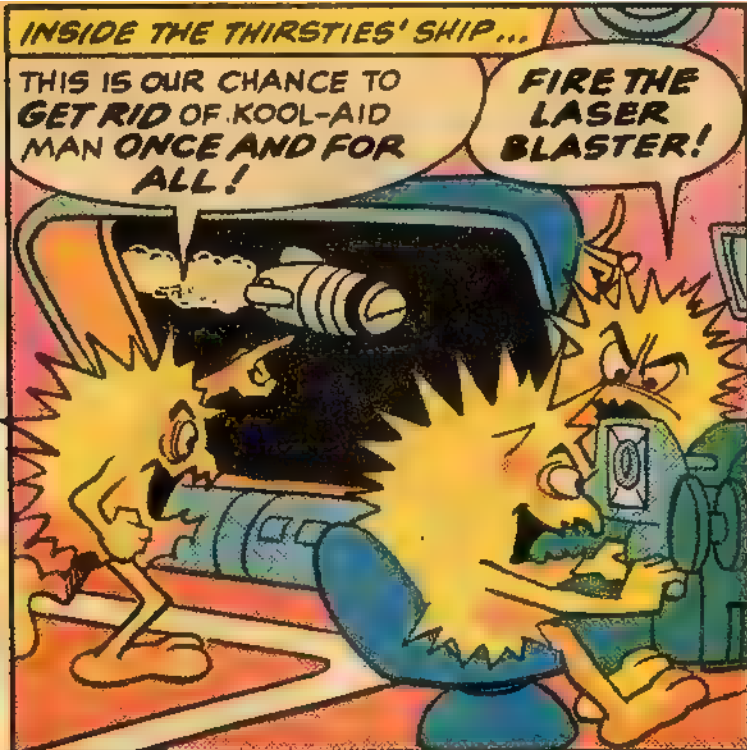
START  
↓



SEE IF YOU CAN  
FIND YOUR WAY THROUGH  
THE **THIRSTIE FOREST!**  
BEWARE OF **DEAD ENDS**  
AND DON'T LET THE  
**THIRSTIES** GET YA!

TM

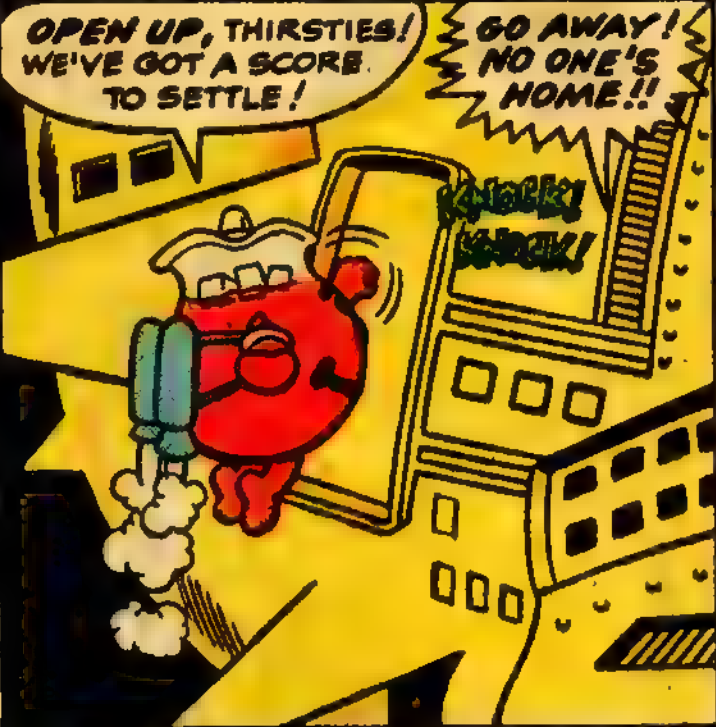






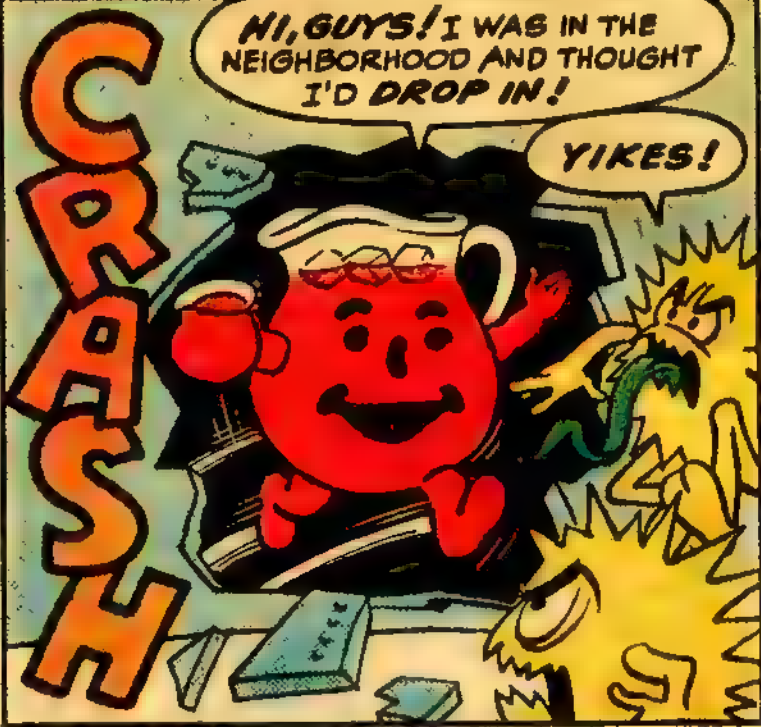
OPEN UP, THIRSTIES!  
WE'VE GOT A SCORE  
TO SETTLE!

GO AWAY!  
NO ONE'S  
HOME!!



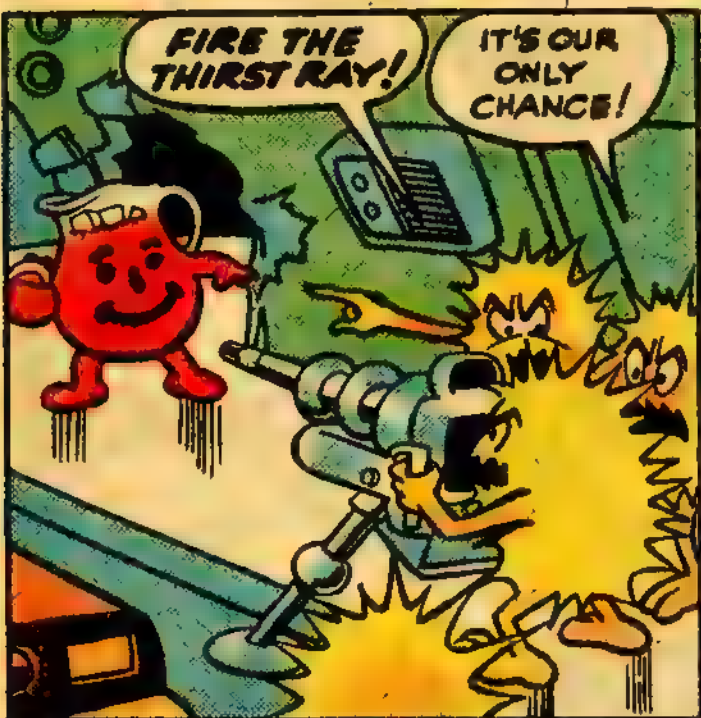
HI, GUYS! I WAS IN THE  
NEIGHBORHOOD AND THOUGHT  
I'D DROP IN!

YIKES!

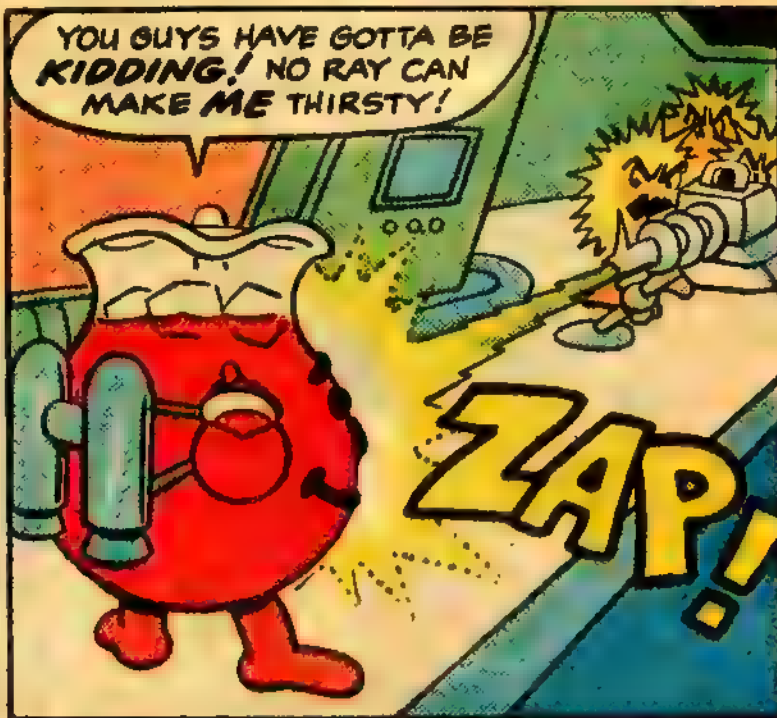


FIRE THE  
THIRST RAY!

IT'S OUR  
ONLY  
CHANCE!

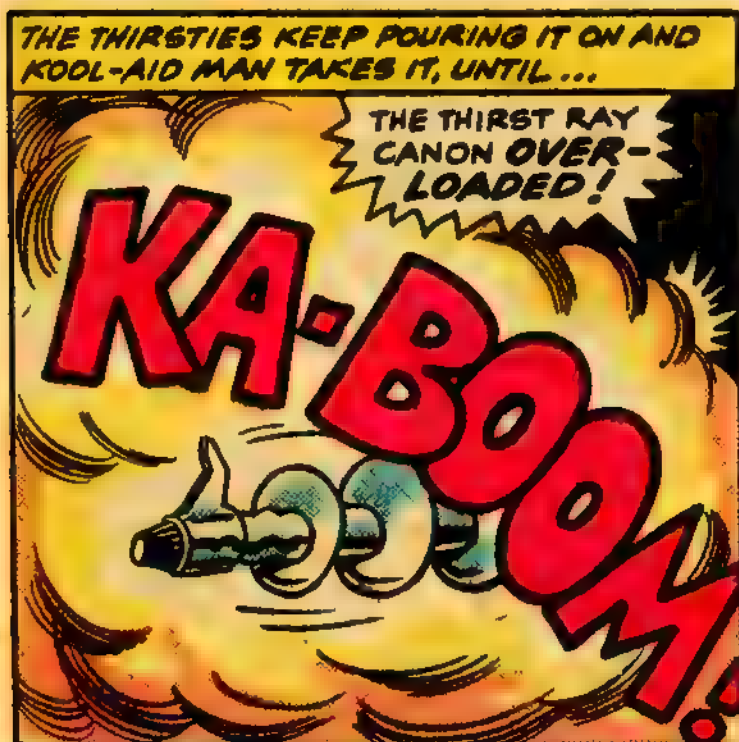


YOU GUYS HAVE GOTTA BE  
KIDDING! NO RAY CAN  
MAKE ME THIRSTY!



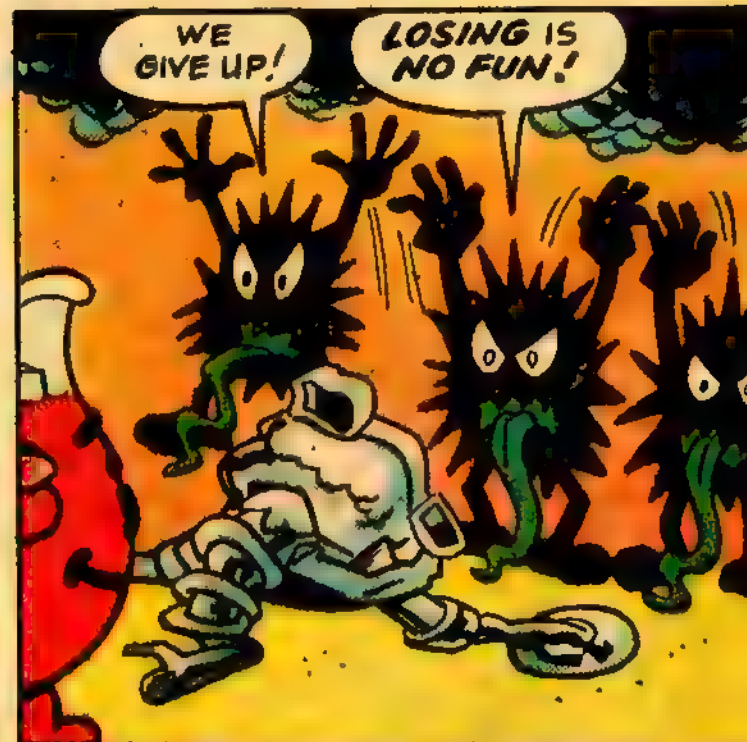
THE THIRSTIES KEEP POURING IT ON AND  
KOOL-AID MAN TAKES IT, UNTIL ...

THE THIRST RAY  
CANON OVER-  
LOADED!



WE  
GIVE UP!

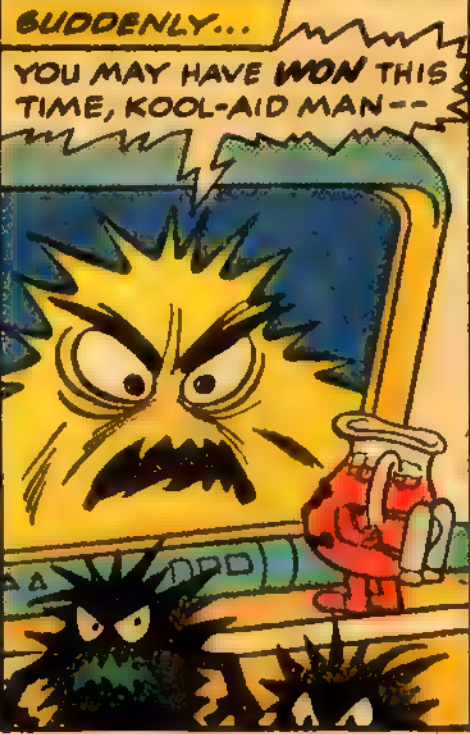
LOSING IS  
NO FUN!



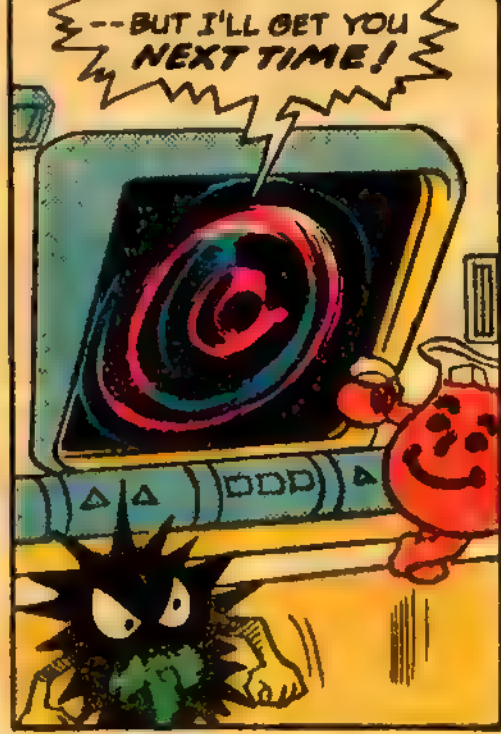


**SUDDENLY...**

YOU MAY HAVE **WON** THIS TIME, KOOL-AID MAN--



-- BUT I'LL GET YOU **NEXT TIME!**



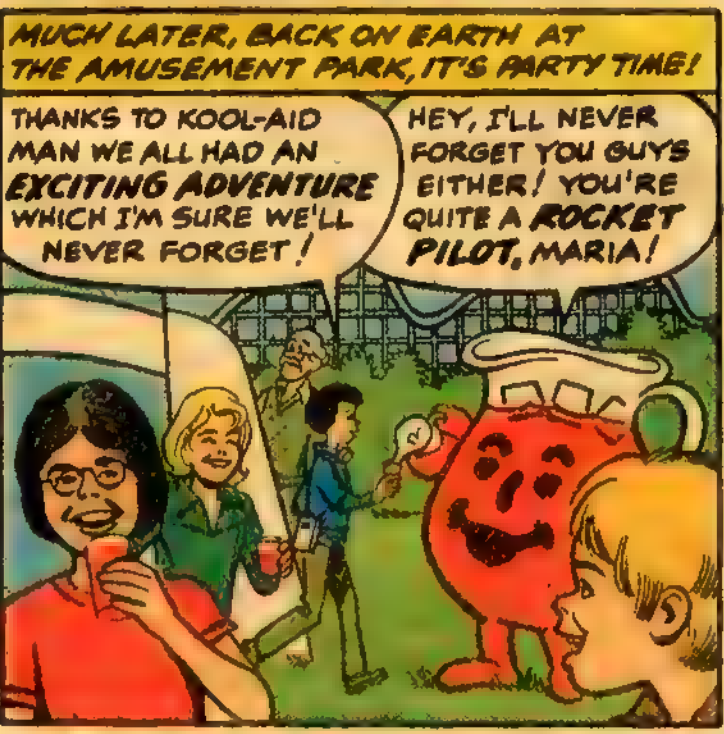
THAT'S WHAT THEY **ALL** SAY!



**MUCH LATER, BACK ON EARTH AT THE AMUSEMENT PARK, IT'S PARTY TIME!**

THANKS TO KOOL-AID MAN WE ALL HAD AN **EXCITING ADVENTURE** WHICH I'M SURE WE'LL NEVER FORGET!

HEY, I'LL NEVER FORGET YOU GUYS EITHER! YOU'RE QUITE A **ROCKET PILOT**, MARIA!



WHY SO **GLUM**, PROFESSOR? THIS IS SUPPOSED TO BE A **FUN PARTY!**

WOULD YOU BELIEVE I CAN'T FIGURE OUT HOW YOU **STARTED** MY ROCKET!



**HA! HA! HA!**

OH, NO!

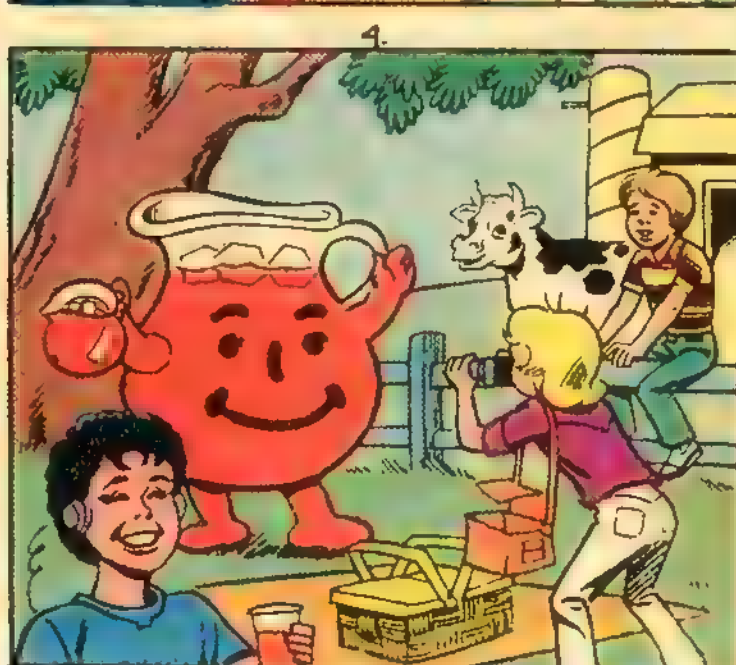


**The One for Kids™**



# WHAT'S THE DIFFERENCE?

CAN YOU FIND THE ONE PICTURE THAT IS NOT LIKE THE OTHERS? (ANSWER UPSIDE-DOWN BELOW.)



ANSWER TO WHAT'S THE DIFFERENCE? ➡

PICTURE #1 IS DIFFERENT FROM THE REST...CHECK THE SPOTS ON THE COM!!

ANSWERS TO ACTIVITY PAGES.



ANSWER TO PG. 4

EBN PITCHER  
ROCKETS FSY  
NSUGBHKFT  
KOOLAIDMAN  
FIRLSIROUCI  
IODAESODEE  
FFRSBTAIRT  
UNLSAIBOYS  
NYUNLELHIS  
HSSULSFNUS

ANSWER TO PG. 5

PITCHER  
ANSWER TO PG. 9

S	G	T
B	A	S
E	A	E
B	A	E
A	V	E
R	A	G
E	S	E
S	S	S

ANSWER TO PG. 24

ANSWER TO PG. 32



The Adventures of KOOL-AID MAN -

Cover  
JOHN ROMITA

Script  
JIM SALICRUP

Pencils  
DAN DeCARLO

Inking  
JOE GIELLA

Coloring  
WARR SEVERIN  
STAN GOLDBERG

Production  
KEN FEDUNIEWICZ  
ALEX SOMA





**KOOL-AID® SALUTES  
"KIDCO."  
A MOTION PICTURE  
IN THE SPIRIT OF  
FREE ENTERPRISE...**



**There's no business like kid business!**

**You'll have fun with Kool-Aid® kids,  
and an exciting new motion picture  
about a small business, big government,  
and a great idea!**

**Look for "KIDCO" this year  
at a theatre or drive-in near you.**

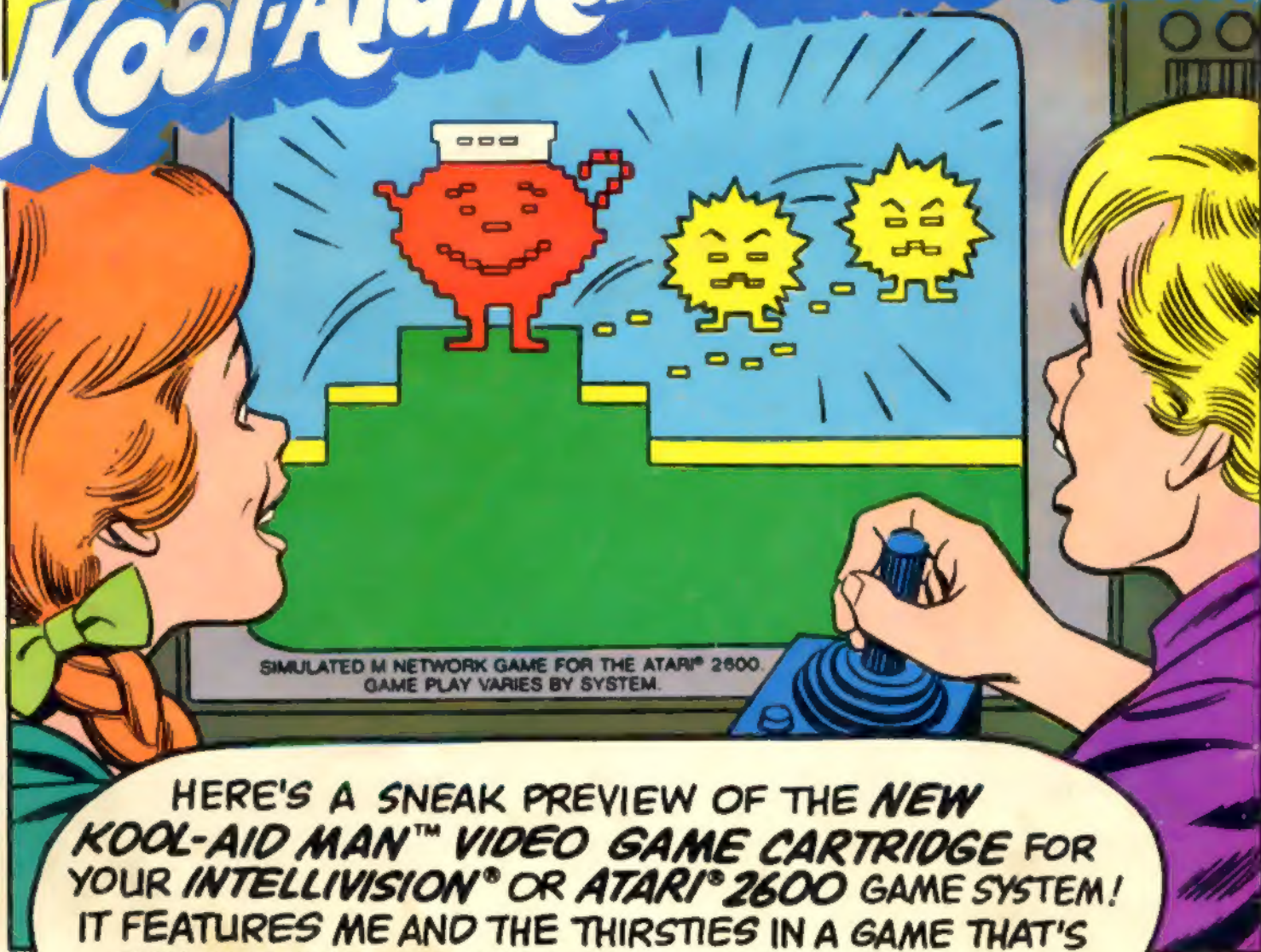


A Twentieth Century-Fox Release  
© 1983 Twentieth Century-Fox

Great Summer Entertainment From 



# COMING SOON! Kool-Aid Man Video Game



HERE'S A SNEAK PREVIEW OF THE NEW  
**KOOL-AID MAN™ VIDEO GAME CARTRIDGE** FOR  
YOUR **INTELLIVISION®** OR **ATARI® 2600** GAME SYSTEM!  
IT FEATURES ME AND THE THIRSTIES IN A GAME THAT'S  
FUN AND CHALLENGING! YOU'LL WANT TO ADD IT TO  
YOUR COLLECTION! LOOK FOR IT  
THIS SUMMER!



PACKAGE SHOWN IS FOR THE INTELLIVISION® GAME  
SYSTEM AND SEARS SUPER VIDEO ARCADE SYSTEM.  
WILL ALSO BE AVAILABLE SEPARATELY FOR THE  
ATARI® 2600 AND SEARS VIDEO ARCADE SYSTEM.

MATTTEL ELECTRONICS,  
M NETWORK AND INTELLIVISION  
ARE TRADEMARKS OF MATTTEL, INC.  
ATARI IS A TRADEMARK OF ATARI, INC.



# CRASH!

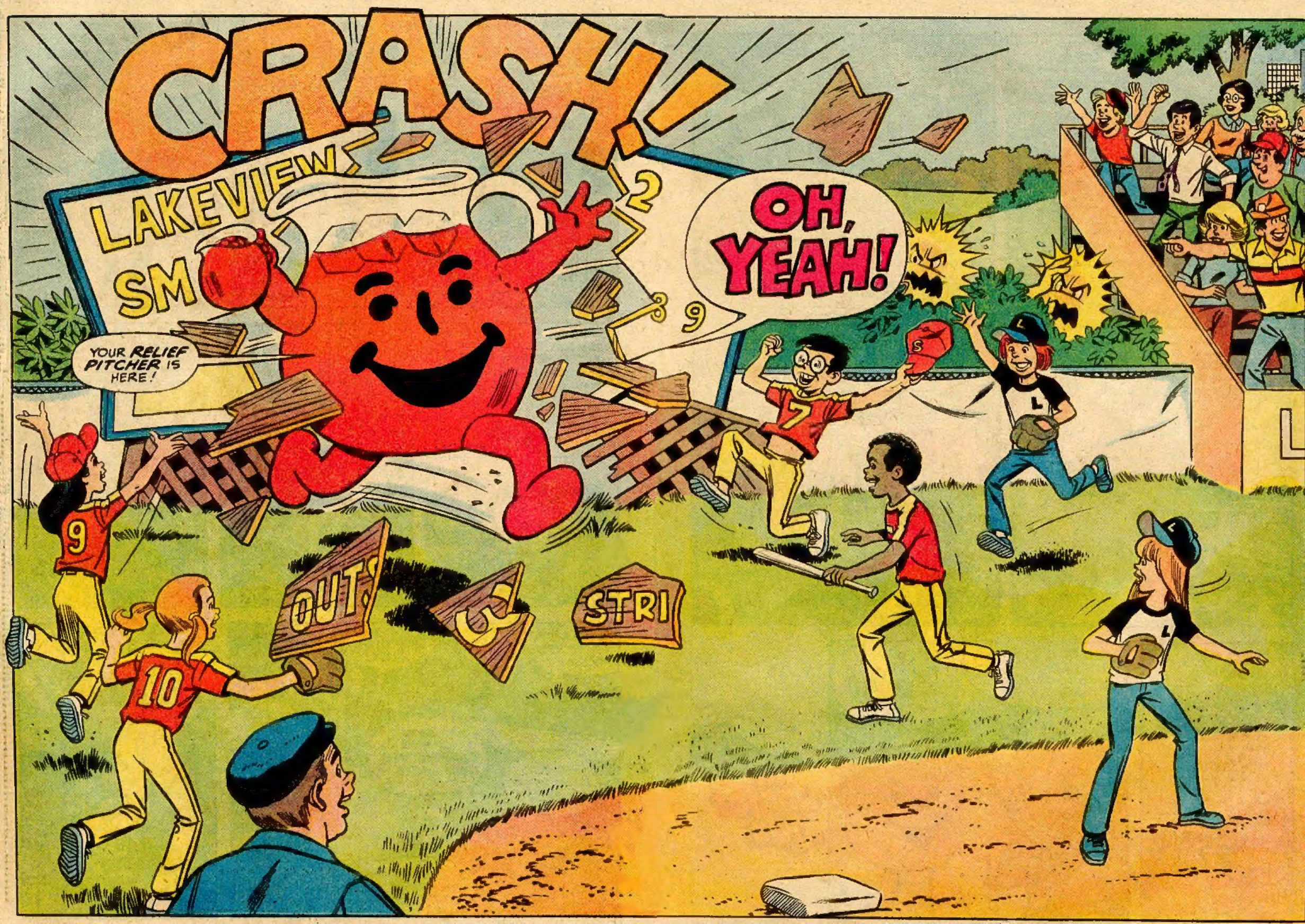
LAKEVIEW  
SM

OH,  
YEAH!

YOUR RELIEF  
PITCHER IS  
HERE!

OUT!

STRI







# KIDS, HERE'S A SUPER COLLECTION OF OFFERS FROM THE MAKERS OF **Kool-Aid**®

SOFT DRINK MIX BRAND



## TOTE BAG

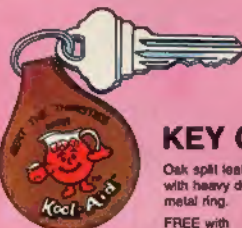
13" x 15", sturdy, durable, 100% cotton canvas. Double stitched construction.

FREE with  
**45** proof-of-purchase points

## KOOL-AID MAN™ KITE

30" x 38", durable, polyethylene film construction. Easy to assemble, wooden center sticks.

FREE with  
**30** proof-of-purchase points



## KEY CHAIN

Oak split leather key chain with heavy duty split metal ring.

FREE with  
**20** proof-of-purchase points

## INFLATABLE KOOL-AID MAN™



18", made of heavy gauge vinyl plastic. Washable and durable. (Not to be used as a life preserver.)

FREE with  
**45** proof-of-purchase points

## STAMP COLLECTING KIT

6 1/2" x 11" stamp album with instructions, stamp identifier, world map, and spaces for stamps from over 200 countries. Includes 50 stamps from 50 different countries and 170 flag stickers.

FREE with **80** proof-of-purchase points.



EACH OFFER MUST BE SENT IN SEPARATELY WITH ITS OWN MAIL-IN CERTIFICATE.

SEE NEXT PAGE FOR INSTRUCTIONS ON HOW TO SAVE PROOF-OF-PURCHASE POINTS.

### MAIL-IN CERTIFICATE

#### TOTE BAG OFFER:

Send this certificate with your name, address and zip code and 45 Kool-Aid® proof-of-purchase points to:

#### TOTE BAG OFFER:

General Foods Corporation  
3 Stuart Drive, P.O. Box 6226  
Kankakee, IL 60902

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed, or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Certificate may not be transferred, exchanged or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This certificate must accompany your request.

### MAIL-IN CERTIFICATE

#### KITE OFFER:

Send this certificate with your name, address and zip code and 30 Kool-Aid® proof-of-purchase points to:

#### KITE OFFER:

General Foods Corporation  
3 Stuart Drive, P.O. Box 6226  
Kankakee, IL 60902

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed, or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Certificate may not be transferred, exchanged or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This certificate must accompany your request.

### MAIL-IN CERTIFICATE

#### KEY CHAIN OFFER:

Send this certificate with your name, address and zip code and 20 Kool-Aid® proof-of-purchase points to:

#### KEY CHAIN OFFER:

General Foods Corporation  
3 Stuart Drive, P.O. Box 6226  
Kankakee, IL 60902

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed, or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Certificate may not be transferred, exchanged or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This certificate must accompany your request.

### MAIL-IN CERTIFICATE

#### STAMP KIT OFFER:

Send this certificate with your name, address and zip code and 80 Kool-Aid® proof-of-purchase points to:

#### STAMP KIT OFFER:

General Foods Corporation  
3 Stuart Drive, P.O. Box 6226  
Kankakee, IL 60902

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed, or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Certificate may not be transferred, exchanged or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This certificate must accompany your request.

### MAIL-IN CERTIFICATE

#### INFLATABLE KOOL-AID MAN®:

Send this certificate with your name, address and zip code and 45 Kool-Aid® proof-of-purchase points to:

#### INFLATABLE KOOL-AID MAN®:

General Foods Corporation  
3 Stuart Drive, P.O. Box 6226  
Kankakee, IL 60902

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed, or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Certificate may not be transferred, exchanged or sold, nor may it be reproduced or copied.

Offer good until March 31, 1984. This certificate must accompany your request.